12/1/40

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 11

DECEMBER 1, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

RECEIVED
DEC 10 1940
MIAMI UNIVERSITY
LIBRARY

Dec. 1, 1940

which egg is boiled?

Appearances are sometimes deceptive.

This goes for radio stations as well as eggs.

MORAL—There are four 50,000 watt stations in New York, but only WOR delivers an impact of 135,000 watts.★

★ because of WOR's unique directive-array concentration of power which more than doubles its basic wattage.

SEEN

NATIONAL BARN DANCE

IN OTHER WORDS

OR LOOK AT IT THIS WAY

900,000 IN ALL

Since the WLS National Barn Dance moved into Chicago's Eighth Street Theater in March, 1932 (the Barn Dance itself is 16½ years old), 900,000 people have paid 75¢ each to see their favorites of the Old Hayloft in person.

Here, then, is *another* evidence of the good will Chicagoans and the people of Mid-West America have for WLS—a good will that extends also to the other programs on the station and the advertisers who sponsor them.

National Representatives: JOHN BLAIR & CO.

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* — Glenn Snyder, *Manager*

...and all the Year 'Round.....

AUDIENCE presence — the LARGEST in New England — that's what The Yankee Network brings you, together with the acceptance that wins good will and good sales for your product.

Yuletide is high tide in retail sales — but New England is so prosperous, so populous, so responsive to sales appeals over its favorite, community Yankee Network stations, that ANY time and all the time business is excellent in each of the key buying centers.

In these areas, nineteen stations, the majority of which have been established for years, make your sales impacts intensive and comprehensive.

When you make promotion plans for 1941, assign the entire New England radio promotion job to The Yankee Network — the ONLY way to get COMPLETE coverage of one of America's greatest markets.

WNAC Boston
★
WTIC Hartford
★
WEAN Providence
★
WTAG Worcester
★
WICC Bridgeport New Haven
★
WNLC New London
★
WCSH Portland
★
WLBZ Bangor
★
WFEA Manchester
★
WSAR Fall River
★
WNBH New Bedford
★
WHAI Greenfield
★
WBRK Pittsfield
★
WLLH Lowell Lawrence
★
WLNH Laconia
★
WRDO Augusta
★
WCOU Lewiston Auburn
★
WSYB Rutland
★
WELI New Haven

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

LEADERSHIP *in Library Service*

Talent Superiority

—an Outstanding Characteristic of Standard Program Library Service . .

Standard radio talent is *salable* talent. It is commercially attractive—so high in quality, so varied in its appeal, and so brilliantly directed and produced that it commands unfailing listener interest; yet it is not so familiar to radio audiences as to have lost its freshness and originality. Above all, Standard Library material is outstandingly adaptable to the building of complete shows. The result, our subscribers tell us, is the ability to please prospective sponsors, and to insure renewals from present sponsors.

The same sound commercial sense has made Standard's "SPOT-ADS" the talk of the broadcasting industry. Furnished as an extra merchandising dividend to Standard subscribers, these unique dramatized commercials are adding appreciably to their revenue. The four groups now available are: Series A for USED CAR DEALERS, Series B for CLOTHING STORES, Series C for FURNITURE STORES and Series D for JEWELRY STORES.

Write for information on Standard Radio's "SPOT-ADS," Standard Radio Library Service, Standard Radio's new Tax-Free Library, and Standard Super Sound Effects.

"... unusual wealth of talent"

WGRC *Serving The Falls Cities*
LOUISVILLE, KENTUCKY · KENTUCKY HOME LIFE BLDG. · WABASH 3343
NEW ALBANY, INDIANA · INDIANA THEATRE BLDG. · PHONE 139

Louisville
October 9, 1940

Mr. Milt Blink
Standard Radio
360 North Michigan Avenue
Chicago, Illinois

Dear Milt:

The shipment of the Standard Library arrived in good condition and has been set up in our transcription department.

We have just concluded a series of auditions to our sales force on some of the outstanding units of the service, and they are highly enthusiastic over the unusual wealth of talent available, and our plan of selling certain Standard artists and units exclusive to one sponsor. This is something of a new departure in selling library services and we feel sure will produce new sales in programs.

After almost two years without Standard I can honestly testify that no other library, in my opinion, is as "commercial" as yours. These things stand out with Standard over other libraries: first, Standard recruits more new talent; second, you record salable melodies and artists and orchestras; third, your production details such as timing, variety in tempos, etc., make Standard the easiest library to build own shows; and finally, the quantity of new releases keeps interest fresh.

WGRC is convinced that only Standard can give a station a real backbone library service, designed for radio conditions. We may add other libraries as time goes on, but not if we would have to give up Standard.

Cordially,

S. A. Cisler
General Manager

MUTUAL BROADCASTING SYSTEM AND THE SOUTHERN NETWORK

Are your Transcriptions up to Standard?

These **NEW SUBSCRIBERS** *answer* **"YES"!**

KYOS—Merced, Cal.	KMYC—Marysville, Cal.
KHSL—Chico, Cal.	WCLO—Janesville, Wis.
KVCV—Redding, Cal.	WBLJ—Dalton, Ga.

Now—275 Standard Stations!

Standard Radio

HOLLYWOOD CHICAGO

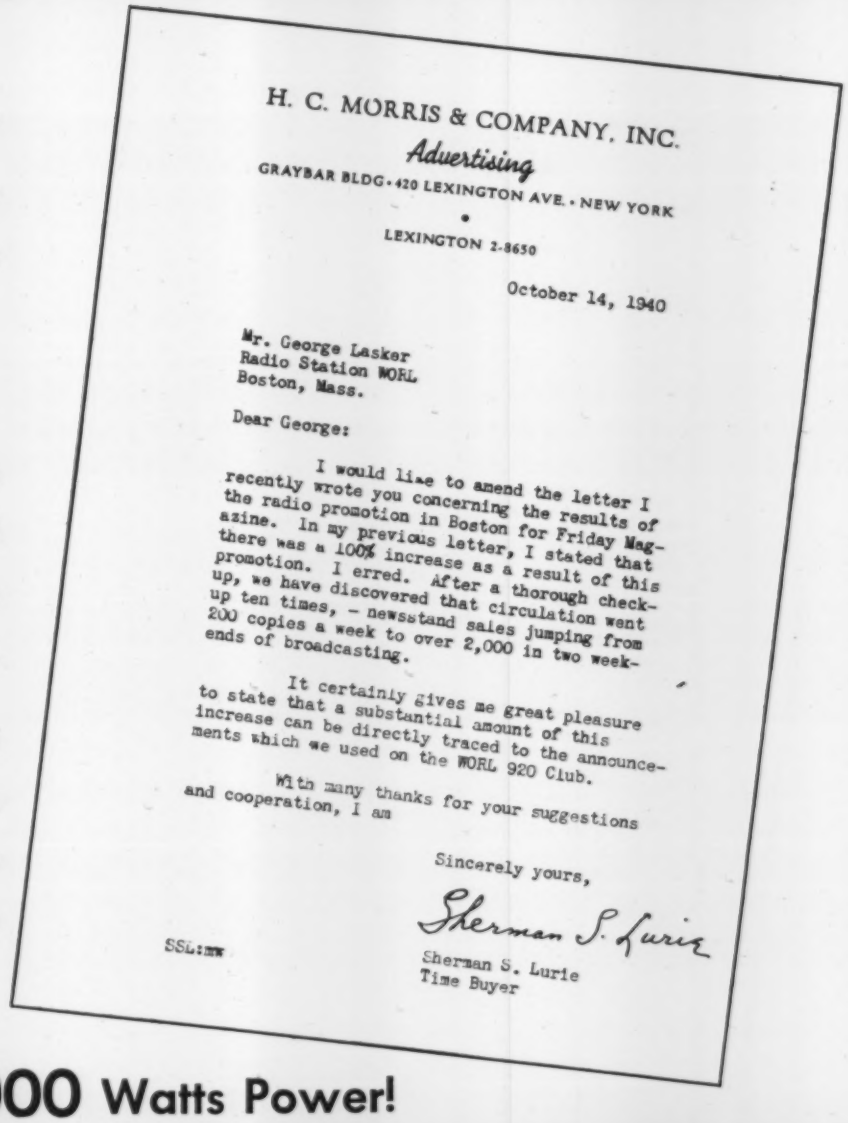
DOMINATE BOSTON
WITH THE 920 CLUB

What WORL did for FRIDAY MAGAZINE it can do for any advertiser who wants to crack the "tough" Boston market.

EVIDENCE!

You don't have to take anybody's word for it. Send for details of 15 recent success stories which PROVE what WORL can do.

Economy, efficiency, quick action in SALES for amazingly modest cost — these are what you can get through WORL'S famous 920 Club.



H. C. MORRIS & COMPANY, INC.
Advertising
GRAYBAR BLDG. · 420 LEXINGTON AVE. · NEW YORK
•
LEXINGTON 2-8650

October 14, 1940

Mr. George Lasker
Radio Station WORL
Boston, Mass.

Dear George:

I would like to amend the letter I recently wrote you concerning the results of the radio promotion in Boston for Friday Magazine. In my previous letter, I stated that there was a 100% increase as a result of this promotion. I erred. After a thorough check-up, we have discovered that circulation went up ten times, - newsstand sales jumping from 200 copies a week to over 2,000 in two weeks ends of broadcasting.

It certainly gives me great pleasure to state that a substantial amount of this increase can be directly traced to the announcements which we used on the WORL 920 Club.

With many thanks for your suggestions and cooperation, I am

Sincerely yours,

Sherman S. Lurie

SSL:mm

Sherman S. Lurie
Time Buyer

Now Operating on 1000 Watts Power!

920 KILOCYCLES **WORL** BOSTON, MASS.

"Nearly Everybody in Boston Listens to the 920 Club"

WFBM The Hoosier Station

ONLY BASIC CBS OUTLET IN INDIANA
and
The ONLY Indiana Station Offering ALL These Merchandising and Promotional Services

1. New year-'round advertising schedule in Indianapolis Times, promoting programs and products.
2. Outstanding window displays in city's leading stores.
3. Taxicab rear tire cover posters promoting WFBM programs.
4. 4-page leaflets inside each cab, changed every 2 to 3 weeks, playing up national, local and network programs.
5. Special interior displays in department stores, merchandising products, stars and programs.
6. Close co-operation (trailers and other publicity) with Lyric Theatre, Indianapolis' leading stage and movie house

Send for booklet giving complete details of WFBM coverage. It contains new and important information that you cannot afford to miss.

National Sales Representative
THE KATZ AGENCY, Inc.

To Reach the HOOSIER Market — in Indianapolis USE

WFBM
THE HOOSIER STATION

The Most Distinct Advance Yet Made in Speech Equipment Design . . .

A NEW STAR IS BORN

Provides Better Appearance • Improves Efficiency • Lowers Maintenance Costs

Again Gates makes an important contribution to broadcasting . . . that will appeal to every station interested in new efficiency, modern design and low cost maintenance. The new Gates 30 Series Console has so many exclusive advantages that it far surpasses everything before it. To house this perfectly engineered equipment we have designed the finest cabinet obtainable—beautifully streamlined and impressively large. Here, indeed is an efficient and attractive console that will create a modern atmosphere in any studio. Nothing has been spared to make it radio's finest . . . yet, it is far from the costliest. Yes, this IS news and you should know all the facts. Write, or mail the coupon below, for complete details in technical bulletin.

Here are the Exclusive Important Features

● COMPLETE KEY CONTROL (not the less costly push buttons) ● EXTREME LOW DISTORTION (All push-pull inverse feed back circuit) ● LINEAR STANDARD TRANSFORMERS USED THROUGHOUT ● 8 POSITION MIXING SYSTEM ● 5 PRE-AMPLIFIERS ● 2 STUDIO TALK-BACK FACILITIES ● 12 REMOTE POSITIONS ● ONE-PIECE CHASSIS CONSTRUCTION ● 50-IN. CABINET OF INLAID WALNUT, ENGRAVED NATURAL ALUMINUM PANEL.

THE NEW GATES 30 SERIES SPEECH INPUT CONSOLE

GATES
QUINCY, ILLINOIS, U.S.A.

AMERICAN CORPORATION

GATES AMERICAN CORPORATION
QUINCY, ILLINOIS

Please send me immediately a copy of your new Bulletin B-12, describing the exceptional features of the new Gates 30 Series Speech Input Console.

Individual_____

Company_____

Street_____

City_____

"Hush, Julia, those men aren't talking about us!"

"My goodness, Dobbin! Guess I have ears. That man distinctly said . . . 'There's the team to pull our load!' "

"Don't get into a dither, dear! Didn't you hear the other fellow? 'Right you are,' he says . . . 'WJR and WGAR will haul our sales to new highs in the midwest—*because they really cover the ground!*' "

"It's just plain horse sense!" That's the way one frank-spoken adman put it as he named WJR Detroit and WGAR Cleveland for a healthy chunk of his radio spot campaign during the coming year.

Teamed up, these stations cover two of the nation's most prosperous market areas, where there's nearly three-quarter billion dollars spent annually for groceries, more than a hundred million for drugs . . . where there are more auto owners than in any single state . . . where farmers have a billion dollar yearly income, and workers earn the highest average wage in the nation.

Yes, it's just good old-fashioned horse sense to see that your schedules include WJR and WGAR, the Great Stations of the Great Lakes!

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

Basic Stations . . . Columbia Broadcasting System
Edward Petry & Co., Inc., Nat'l Representatives

AND FOR REAL "SALES PULL" IN SOUTHERN CALIFORNIA

KMPC THE STATION OF THE STARS
Beverly Hills • Los Angeles
CBS ASSOCIATE STATION
Winning and Holding Good Will with Clients and Listeners Alike

BROADCASTING
and
Broadcast Advertising

Vol. 19 No. 11 WASHINGTON, D. C., DECEMBER 1, 1940 $3.00 A YEAR—15c A COPY

Monopoly Blast Heard in Highest Circles

Torn With Dissension, FCC Orders Hearing Dec. 2 as Radical Ideas Get Congress, White House Attention

By SOL TAISHOFF

TORN with internal strife over repercussions to the report of its Network Monopoly Committee, which have been echoed at the White House and in Congress, the FCC Dec. 2 enters the final scheduled phase of this explosive issue when it hears oral arguments from 13 respondents, including the major networks.

It is openly hinted in Administration circles that the fate of the FCC, as presently constituted, as well as the future of network broadcasting, may be involved in these proceedings. More acrimony has been engendered in the industry over these latest developments, touched off by recent moves of individual FCC members, than by perhaps any other issue before that embattled agency in several years. Not all of it, however, has been publicly aired.

Justice Dept. Step?

Possible Department of Justice intervention in the network monopoly situation was rumored, but responsible officials called them "premature". A report was current that Assistant Attorney-General Thurman Arnold, in charge of the Anti-Trust Division, might attempt to invoke the Sherman anti-trust laws against the major networks, based on the FCC network monopoly investigation findings.

It is known that the Department has had access to the entire hearing record and has studied the FCC Committee's report. However, this has been in connection with revival of the Department's litigation against ASCAP [see page 13], expected to take tangible form prior to the end of the year. The Department apparently has been most interested in allegations of suppression of competition in the transcription field and in purported monopoly of talent through the network artist bureaus.

Call for an FCC investigation by the Senate Interstate Commerce Committee was made in the Senate Nov. 29 by Senator Gurney (R-S.D.). The former owner of WNAX, Yankton, said the proposed FCC rules would "strangle, if not impose a death sentence" upon established networks. The FCC Committee's report, he added, was severely criticized and generally discredited "because of its inaccuracy and demonstrable bias". If the FCC adopts the proposed rules, he concluded, it surely "will have gone 'loco' ".

At a special meeting Nov. 28 the Commission, by a split vote, finally decided to proceed with oral arguments Dec. 2-3 as originally scheduled. The action followed a series of 3-to-3 deadlocks at meetings at which no words were minced. The deadlock was broken, it is understood, after Chairman Fly and Commissioners Craven and Case consistently had favored oral arguments on the basis of the Committee's report.

The remaining three members (Thompson, Walker and Payne) apparently had favored full FCC action on the Committee's far-reaching recommendations to regulate virtually every aspect of commercial network operations. At the Nov. 28 session, Payne cast his vote with the more conservative group.

Telegrams and letters of record in the latest controversy over the FCC Network-Monopoly Report will be found on pages 70-71.

In announcing procedure for the oral arguments, the FCC advanced a series of suggested special regulations [see text on this page] designed to cover chain broadcasting, but was quick to emphasize that they were offered only to "facilitate the oral argument". The suggestions, proposing to invoke strong restrictions on network operations, including banning of exclusive affiliation arrangements and optioned time, are extreme in character and appear to be precisely the type of regulation condemned as outside the jurisdiction of the FCC by NBC and CBS, along with the Independent Radio Network Affiliates. MBS, on the other hand, had suggested regulations generally on all fours with these proposals.

Two Big Days

In its public notice the FCC emphasized it is to be understood "the regulations have not received the approval of the Commission and are to be taken as suggestions by the Commission intended to focus the attention of counsel upon the issues raised in the report". It added that counsel would not be limited to a discussion of these regulations but could address themselves to any of the issues of fact or policy raised by the report of the Network-Monopoly Committee.

The hearings will be held at the Interstate Commerce Commission auditorium, starting at 10:30 a.m. Since there are 13 respondents, and

(*Continued on page 68*)

Suggested Regulations for Chain Broadcasting . . .

IN ITS PUBLIC notice the FCC released a series of seven proposed special regulations, several of them in alternate form, relating to chain broadcasting. It emphasized that these suggestions were merely to "facilitate oral argument" and have not received FCC approval. Moreover, it stated that the oral argument is in no wise limited to the issues recited. Following is the text of the suggested regulations:

1A—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization which provides for or has the effect of establishing an exclusive affiliation with the network organization.

OR

1B—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization which provides for or has the effect of establishing an exclusive affiliation with the network organization; *Provided*, that such restriction shall not apply to licensees of stations located in or rendering primary service to cities receiving adequate primary service from five or more fulltime stations.

2—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with any network organization which gives the network organization an option on the hours of operation of the licensee's station for the broadcasting of commercial programs (a) for more than 30% of the converted hours of operation in any city receiving adequate primary service from three fulltime stations with comparable facilities; (b) for more than 20% of the converted hours of operation in any city receiving adequate primary service from two fulltime stations with comparable facilities; (c) for more than 10% of the converted hours of operation in any city receiving adequate primary service from one fulltime station; (d) for a total number of converted hours exceeding by more than 25% the converted hours during which such licensee has broadcast commercial programs transmitted to the licensee by the network organization during the six months preceding the effective date of the contract.

3A—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with any network organization, the terms of which exceed in duration the effective period of the license granted by this Commission. For the purposes of this section, an agreement shall be considered as exceeding in duration the effective period of the license if the agreement gives either party an option to extend the contract beyond the termination of the license; *Provided*, that this restriction shall not be construed as preventing a licensee from entering into a contract with a network organization a reasonable period of time, not to exceed 30 days, in advance of the expiration date of the existing contract.

OR

3B—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization which gives the network organization any rights with respect to the renewal or cancellation of such contractual arrangement not given to the licensee.

OR

3C—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization for a period longer than two years.

4—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, with a network organization which controls, restrains, limits, or in any other way interferes with the any other way interferes with the establishment of the rates to be charged by the licensee for the sale of available broadcast time to advertisers or other clients.

5—No licensee of a standard broad-

(*Continued on page 69*)

Six New Locals Approved by FCC, Creating Record

Worcester Gets San Diego CP After Four-Year Effort

SIX MORE new local broadcasting stations were authorized for construction by the FCC during the last fortnight, bringing to 72 the total number of construction permits for new outlets granted thus far this year. This is a record number of grants in any one year to be made either by the FCC or its predecessor Radio Commission.

The new locals will be located in San Diego, Cal.; Wheeling, W. Va.; DeLand, Fla.; Kokomo, Ind.; Ottumwa, Ia., and Medford, Wis. Most were granted without hearing due to lack of opposition, but several were final decisions sustaining previously issued proposed findings in favor of applicants.

Worcester Wins At Last

The San Diego grant went to Worcester Broadcasting Corp., and authorized a new fulltime 250-watt station on 1420 kc. This action upheld the Commission's proposed findings of last Sept. 6, and culminates the four-year efforts of Warren Worcester, 31-year-old engineer and grandson of one of the founders of the U. S. Steel Corp., to secure a station in that community.

Young Worcester is president and 75% stockholder, with Mrs. Worcester and Glenn H. Munklet, attorney, holding qualifying shares, and 24.98% of the stock yet to be issued. The Commission's decision gave the company 30 days in which to furnish "satisfactory proof of authority to issue its capital stock."

Wheeling Gets Local

The new Wheeling station authorized Nov. 26 will be licensed to Community Broadcasting Inc., and will operate with 100 watts on 1370 kc. President of the company is Joe L. Smith Jr., son of the Congressman from West Virginia and operator of WJLS, Beckley, W. Va., who holds 98% of the stock. On Nov. 27 the Commission designated for hearing the application of WJLS for a change from 250 watts on 1210 kc. to 1,000 watts on 900 kc.

The station in DeLand, Fla., also authorized Nov. 26, will be licensed to Tropical Broadcasting Co., 250 watts on 1310 kc. Officers and stockholders are: Carl E. Raymond, dean of the Law College, Stetson U, president, 12½%; V. M. Fountain, local clothing merchant, vice-president, 12½%; W. H. Acree, local Ford dealer, secretary-treasurer, 12½%; G. M. Peek, architect, 12½%; Charles K. Tribble, physician, 12½%; E. K. Jones, contractor and builder, 12½%; R. B. Lipcombe, bank cashier, 12½%; J. Phil Wahle, local retailer, 12%.

Kokomo's New Station

The Kokomo, Ind. grant, authorized Nov. 20, is to Kokomo Broadcasting Co., 250 watts on 1420 kc., and represented an FCC final order in a proposed finding of last Sept. 12. Officers and stockholders are: Charles K. Boyajian, physician, 3.12%, president; Charles Boyajian Jr., now with WJBK, Detroit, who will manage the station, vice-president, 14.37%; A. David Potter, Detroit, treasurer, 7.81%; Hugh O. Weir, Inkster, Mich., secretary, 6.25%; and 14 other stockholders, each holding less than 10%.

The Ottuma, Ia. grant, also announced Nov. 20, is to J. D. Falvey, for the last 25 years engaged in radio and newspaper advertising. It covers 100 watts on 1210 kc. In making this grant, the Commission denied a rival application for the same facilities filed by L. & M. Broadcasting Co.

The Medford, Wis. grant also announced Nov. 20, was to George F. Meyer, manager of the Medford Clinic and Hospital, and for the last ten years a public accountant. It covers 100 watts on 1500 kc.

W. R. McAndrew Is Named News Editor Of 'Broadcasting', Soon to Go Weekly

AS PART of its staff expansion incident to inauguration of weekly publication in January, BROADCASTING announces with pleasure the appointment of William R. McAndrew, NBC Washington news editor, as news editor at Washington headquarters of the publication. Mr. McAndrew takes over his new duties Dec. 1. BROADCASTING begins weekly publication Jan. 13 and will appear every Monday thereafter, terminating more than nine years as a semi-monthly [BROADCASTING, Oct. 15].

Simultaneously, announcement was made of the appointment of S. J. Paul, former Rochester and Washington newspaperman specializing in radio, to the New York bureau. He will work under Bruce Robertson, associate editor in charge of news in that center. A graduate of American University, Washington, he has worked on Rochester newspapers and handled programs on WHEC. In 1935 he was on the staff of Rep. Duffy (D.-N. Y.) and for the last three years has handled Washington news and news programs for a number of broadcast stations.

Mr. McAndrew takes over a newly created post necessitated by weekly publication. J. Frank Beatty, for the last six years managing editor headquartered in Washington, continues in that capacity.

A native Washingtonian, Mr. McAndrew is a graduate of Catholic University, where he majored in economics. He was editor of the school paper in his sophomore year and worked on Washington newspapers during his college career. Upon graduation in 1935 he joined the Washington staff of the United Press and was assigned to the Senate. Afterward he transferred to the then newly created radio division of UP, filing the special radio wire out of Washington.

Mr. McAndrew joined NBC in 1936 as assistant news editor, and a year later became editor-in-chief. In that capacity during the last three years he was instrumental in organizing the news staff and directed the work of such commentators as Earl Godwin and H. R. Baukhage on all legislative coverage. He also directed the news staff and commentators on news developments such as the beginning of the second World War and the various invasions. He assisted in the preparations for NBC coverage of the 1936 inaugural and attended both political conventions in 1940.

In addition to his news work, Mr. McAndrew handled production on many special-event programs from Washington. He was in charge of the continuity acceptance department and responsible for checking all script used on NBC's two Washington stations—WRC and WMAL—as well as network programs originating in Washington. This fall he also was made head of the joint news and publicity departments of NBC. He was the first secretary of the Radio Correspondents' Assn., organized two years ago, and is now vice-president of the group.

Assignments on 600 kc. Are Revamped; Power Boosts Granted Many Stations

REVAMPING of assignments on the 600 kc. regional frequency, including horizontal power boosts to 5,000 watts fulltime for WMT, Cedar Rapids, and WREC, Memphis, were authorized Nov. 26 by the FCC.

At the same meeting WCOP, Bulova-owned station in Boston, was granted fulltime on 1120 kc., with 500 watts, after several years of pendency. The station, which now operates daytime, was given the improved facilities subject to certain engineering considerations involving protection for other stations on the frequency.

In authorizing revised assignments on 600 kc., the FCC granted KROD, El Paso, a construction permit to shift from 1500 to 600 kc. and to increase its power from 250 to 1,000 watts daytime and 500 watts at night. WSJS, Winston-Salem, N. C., was shifted from 1310 to 600 kc., with an increase in power from 250 to 1,000 watts, using a directional antenna at night.

Memphis Changes

WMT and WREC, which get Class III-A status on 600 kc., will change directional antennas to accommodate the 5,000-watt output.

WAIR, Winston-Salem, N. C., was granted a modification to shift from 1250 to 1310 kc. and increase hours from daytime to unlimited with 250 watts.

At its meeting Nov. 20 the FCC granted WTSP, St. Petersburg, Fla., authority to shift from 1370 to 1350 kc. and increase power from 250 watts day and night to 1,000 watts day, 500 night, or from local to regional status.

WDEL, Wilmington, WISN, Milwaukee, and WJBO, Baton Rouge, La., were granted horizontal increases in power to 5,000 watts full-time on 1120 kc. The action was taken following a conference with the FCC involving also KSAL, Salina, Kans., and WAPO, Chattanooga, Tenn., to work out interference problems on the channel.

KSAL was granted authority to increase night power from 500 to 1,000 watts and to operate fulltime on the 1120 kc. channel. WAPO was given an increase from 500 watts night, 1,000 day to 1,000 night and 5,000 until local sunset, on the same frequency.

WDEL was increased from 250 watts night and 1,000 watts day to 5,000 watts, as was WISN. WJBO was increased from 1,000 watts to the 5,000-watt maximum for Class III-A stations.

WALB, Albany, Ga., was granted a shift in frequency from 1230 to 1530 kc., with installation of a directional antenna for night use and with increased hours of operation from daytime to unlimited time, using 250 watts. WCOV, Montgomery, was granted a power increase from 100 to 250 watts on 1210 kc. WAIM, Anderson, S. C., was granted a similar local power increase.

WORL, Boston, was granted a modification of license to increase its power from 5,000 to 1,000 watts daytime only, on 920 kc.

A TROPHY emblematic of the aviation industry was awarded to Josephine Halpin, of KMOX, St. Louis, for her service to all phases of aviation. Presenter is Carleton Putnam, president of Chicago & Southern Air Lines. Miss Halpin broadcasts *One Woman's Opinion* on KMOX daily and has actively publicized the CAA aviation training program.

Carnation Discs

CARNATION Co., Milwaukee (milk), sponsoring *Arthur Godfrey* on 10 MBS stations Monday, Wednesday and Friday, 9-9:15 a. m., shortly after Jan. 1 plans to sponsor the program as a thrice-weekly quarter-hour transcribed series on 10 to 15 stations in cities where the program is not currently heard. Stations have not yet been selected. Agency is Erwin, Wasey & Co., New York.

Spots for Badges

DEJA COSTUME JEWELRY, New York, is planning to use spot announcements as part of a national advertising campaign to promote its "Carry the Torch" novelty pins, introduced in November as the emblem of a "club for lonely hearts" of the same name. Handling the account is Saltzman Service, New York.

BILL HAY, CBS announcer for the *Amos 'n' Andy* program, on Nov. 15 completed his 17th year in radio. He made his debut as an announcer in 1923 on KFKX, Hastings, Neb.

Allocation Snags Menace Havana Pact

Cuban Delay in Revising Assignments Threat To Effectuation

POSSIBILITY of postponement of the standard broadcast reallocation from March 29 until later in 1941, is foreseen in Washington radio circles. Unexpected delays, which have plagued the North American Broadcasting Agreement since its drafting three years ago, are causing no little concern at the FCC, at the State Department and among broadcasters.

Unless steps are taken forthwith through diplomatic channels to adjust conflicts in allocations proposed by Canada and Mexico, and unless Cuba expedites its proposed allocations, little hope is seen for the March 29 reallocation. If a postponement is necessary it can only be authorized by consent of all four principal signatories (Canada, Mexico, Cuba and the United States), but it would immediately endanger the whole allocation structure. Should any one of the nations renounce the Treaty, the entire reallocation plan would collapse.

Cuba's List Awaited

Aside from the delay in holiday conferences with delegations representing Canada and Mexico on allocation conflicts, Cuba has not yet submitted its revised list covering its proposed allocations, in compliance with the engineering standards projected in the Treaty itself. It was learned that steps are planned at once to invite delegations of Canadian and Mexican engineers to Washington for separate conferences. Originally, it had been planned to hold these conferences in latter October or early November. Thus far, so far as could be ascertained, the letters have not yet been dispatched.

Though FCC and State Department officials are not inclined to discuss the current situation, they nevertheless do not deny that there is extreme danger of missing the March 29 deadline. The treaty itself provides that it must become fully effective one year from the date of final ratification by the last of the four major signatories. Mexico, after nearly a two-year delay, ratified March 29, 1940. The FCC promulgated the standard broadcast allocations for the United States on Sept. 10, to become effective March 29. As proposed, this allocation would affect 777 of the more than 860 stations operating or authorized at that time.

Whether the lethargy in pursuing the continental reallocation reposes at the FCC, at the State Department, or with the other signatories, is open to question. Prior to the Sept. 10 promulgation of domestic allocations, it had become evident that certain members of the FCC were inclined to oppose the Treaty primarily because it retained a basic clear-channel structure. There is known opposition in the FCC to retention of clear channels, as reflected in the Network Monopoly Report of a Commission minority (Walker and Thompson), which, in substance, recommended a reclassification of clear channels.

The Border Stations

The proposed Canadian allocations already have been published [BROADCASTING, Oct. 15] as have those of the United States [BROADCASTING, Oct. 1]. The Mexican allocation table, while received by the FCC, has not been made public. The original Cuban list, it is reported, disregarded the engineering requirements under the North American agreement and as a consequence was returned for revision. Last word received by the State Department was that the revised allocations, conforming with the Treaty, would be submitted within a fortnight.

Despite the lack of information on the proposed Mexican allocations, concern is being evinced in informed quarters. Apparently there is no clear-cut provision for elimination of the notorious border stations operated for the most part by renegade American broadcasters—coincident with the effective date of the Treaty. The exclusive channels assigned to Mexico, it is hinted, are earmarked for location in the interior of the country, as specified in the Treaty allocations, but apparently no iron-clad commitment was made that they will be moved as of March 29. Perhaps the most important aspect of the agreement was the understanding that the high-powered Brinkley and Baker stations, plus a half-dozen others, would be deleted because of serious interference with operations in this country.

To Confer on Conflicts

It is presumed that at the forthcoming conference to iron out allocation conflicts with Mexico the matter of removal of the border stations will be the principal topic. The Treaty itself specifies the precise location of the class 1-A and 1-B stations in the signatory countries and provides that they shall be used to serve the nationals of those countries. Thus, continued operation of the border stations in their present locations would constitute an infraction of the Treaty, it is observed here. Whether there is a loophole on the time of removal is questionable, though the understanding has been that once the Treaty becomes effective, the high-powered border stations would terminate operation. Otherwise, the carefully worked out allocation aspects of the Treaty would prove useless.

SPONSOR'S approval of the weekly half-hour NBC *Rudy Vallee Show* brought grins to this quartet which recently met in Hollywood to discuss program ideas. They are (l to r) James A. McFadden, newly-appointed vice-president in charge of radio, for McKee & Albright, agency servicing the account; Ed Gardner, agency producer of the series; Rudy Vallee, and Armand Deutsch, Hollywood manager of the agency.

Army Title

AT REQUEST of Capt. Dorsey Owings, of the Army Information Service, Maj. John A. Holman, general manager of KDKA, Pittsburgh, has released the title, *This Man's Army*, for other broadcasts in the Army's interests. The highly successful program idea goes back to 1937, when Maj. Holman started the weekly round table discussion by prominent Army officers, designed to stir up interest in Army recruiting, on WBZ-WBZA, Boston - Springfield. When he transferred to Pittsburgh last spring, Maj. Holman started a similar weekly program, explaining the advantages of Army life, on KDKA.

New Wine Series

ATLAS IMPORT & EXPORT Co., Philadelphia, (wine) has started a special holiday campaign for its line of Bon Ton and Fruit Bowl wines. A live spot announcement series is being used on eight stations in Pennsylvania, a total of 250 announcements to be heard during the campaign extending from Nov. 25 to Dec. 31. Stations used are WIP WFIL WGBI WBRE WBAX KQV WWSW and WJAS. An extensive campaign, using additional stations in Pennsylvania, will be started shortly after the first of the year. Agency is Philip Klein, Philadelphia.

Beechnut Packing Plans $900,000 NBC Series

BEECHNUT PACKING Co., Canojoharie, N. Y., new to radio this year when it started test spot announcements in selected markets for its gum products, is planning thrice-weekly sponsorship of the NBC-Red *Newsroom of the Air* program with John W. Vandercook. Although the contract has not yet been signed, it is understood the campaign will cost $900,000 when full details of stations are decided.

The program, presented six times weekly 7:15-7:30 p.m., is now sponsored Wednesdays by Remington-Rand, New York, for its portable typewriters. The Beechnut campaign is scheduled to start about Jan. 1. Agency is Newell-Emmett Co., New York.

Axton-Fisher Acquires NBC Birthday Program

WHEN Axton-Fisher Tobacco Co., Louisville, starts *Twenty Grand Salutes Your Happy Birthday*, Jan. 3, 1941, on NBC-Blue, the program will have run five weeks on the network as a sustainer under the title *NBC Salutes Your Birthday*, Fridays, 9:35-10 p.m. Chief feature of the broadcasts is the distribution of $500 each week to persons having birthdays on the specified date, as found in a large birthday cake.

A guest of honor picks one section of the cake in which the date has been inserted and pulls one of many ribbons leading to Congressional districts throughout the country. All who live in the district chosen with birthdays on that date share in the prize. Claimants are given two weeks to present proof that the date selected is their birthday. Format of the program will be similar when Axton-Fisher takes it over in the interests of 20-Grand cigarettes. Agency is Weiss & Geller, New York.

G-M Plans Nebulous

GENERAL MOTORS Corp., Detroit, is considering an institutional half-hour program, but the project is officially declared not to have passed the discussion stage. Some work toward a program along the lines of the Wheeling Steel series on MBS was done by General Motors and its agency, Campbell-Ewald Co., but it is stated that networks had not yet been queried regarding time clearance. The matter is said still to be nebulous. Under the plans discussed the talent would be drawn from company personnel.

AGFA Films to Test

AGFA ANSCO Film Co., New York, is planning a four-week campaign of spot announcements for its films, using stations in major markets. Full details had not been released by Young & Rubicam, New York, agency in charge, as BROADCASTING went to press.

MILES LABORATORIES, Elkhart, Ind., on Dec. 9 will start a campaign for Alka-Seltzer and One-A-Day Vitamin tablets on WABC, New York, using the 11-11:05 a.m. news Saturdays, and the 3:55-4 p.m. news period Monday through Friday. Agency is Wade Adv. Agency, Chicago.

Quick Break Seen in ASCAP Monopoly

Capital Is Alive With Rumors Of Action

IF ASCAP MUSIC is on the air after current contracts expire Dec. 31, it probably will be as a result of a complete ASCAP capitulation, which will effectively break its monopoly of Tin Pan Alley.

The answer, if one is found, will not come across the conference table between broadcasters and the ASCAP board, but as a result of legal intervention by the Department of Justice. Though Government officials are close-mouthed, it nevertheless is apparent that things are happening at the Department in connection with revival of its five-year-old anti-trust suit against ASCAP and its 130 key officials and publisher members. Recently, it is learned, ASCAP has switched its attorneys handling Washington contacts and there have been frequent conferences with Anti-Trust Division attorneys.

Action Imminent

Whether the answer will come through active revival of the litigation along criminal lines, or through some consent agreement, is problematical. But if the activity apparent in Washington means anything, there will be action prior to the end of the year, along one line or the other.

Involvement of the major networks in the revived criminal litigation also is a possibility, if that course is pursued against ASCAP. The Department has had access to the network-monopoly files of the FCC, accumulated at its investigation, and evidently feels there is some substance to allegations relating to suppression of competition in the transcription field and in maintenance of artists' bureaus by the networks. There does not appear to be any disposition to institute separate anti-trust proceedings against the networks at this stage, in any event.

At the Department's Anti-Trust Division it was stated Nov. 29 that reports of action against the networks were "premature". It was indicated the Department probably would not be disposed to take steps, if at all, until the FCC has completed action on the network-monopoly investigation (see Page 9).

In its original suit against ASCAP, filed five years ago, the Department alleged that ASCAP was an illegal price-fixing monopoly in restraint of trade. Presumably, in an agreement to terminate this litigation, the Department will demand free and open competition in the music field, Unquestionably ASCAP's new attorneys, said to be headed by Milton Diamond of New York, have covered this ground with Department officials.

Thurman Arnold, assistant attorney general in charge of the Anti-Trust Division, has been in this picture. His chief assistant in the ASCAP matter is Victor Waters.

FOUR GENERATIONS of Katzmans make up an unique musical family. Great-grandad Phillip (right), 79, who played with many of Europe's masters, warms up a trumpet. Watching are his grandson Henry, 28, composer of the BMI hit "We Could Make Such Beautiful Music Together"; son Louis (holding baton), musical director of WINS, New York and research director of BMI; and the great-grandson Michael, 16 months. Henry plays piano in the WINS orchestra and composes popular musical numbers, using the pen name of Henry Manners.

For several months Mr. Waters has been analyzing data procured by questionnaire from stations, music publishers, hotels, motion picture exhibitors and others publicly performing music, to ascertain in essence whether their businesses have been subjected "to unreasonable restraints imposed by any combination of owners of copyrighted music".

The litigation now pending was instituted in the Federal District Court for the Southern District of New York. After preliminary arguments, however, the trial was revived pending a stipulation of the record. The case has been virtually dormant since, though the Department obtained a Grand Jury order several months ago requiring ASCAP to make available its files and records.

Meanwhile, Broadcast Music Inc., the industry's answer to ASCAP's demands for increased tribute to perform its music when the year ends, has accelerated its pace in production all down the line. Recent efforts by individual stations or groups to obtain from ASCAP any commitment on contracts other than those proposed last March appear to have been fruitless. Broadcasters figure that ASCAP's demands would result in a virtual doubled royalty tribute to ASCAP of from approximately $4,500,000 to $9,000,000 per year.

Getting Ready

Broadcast stations and networks have progressed with their plans to forsake ASCAP music when current contracts expire. The networks are using more and more non-ASCAP music in sustaining programs, while individual stations as of Dec. 1, in many instances, are banning ASCAP music on all programs, both commercial and sustaining, recorded and live. All this is in readiness for the anticipated transition to non-ASCAP operation effective Jan. 1.

ASCAP, meanwhile, continues its bold front. It insists that ASCAP music will be on the air, one way or the other, next year. It is evident that as a last-ditch proposition, it threatens to go to the advertisers and sell them music on an exclusive basis, to be cleared at the source for the entire networks. ASCAP executives insist they could derive a greater amount of revenue through such dealings than from stations on a percentage-wise basis. While there is no official announcement, the claim is made by ASCAP that upwards of 200 stations already have signed contracts.

Harold A. Lafount, president of National Independent Broadcasters and general manager of the Bulova radio stations, and Donald Flamm, president of WMCA, New York, visited ASCAP Nov. 20 and conferred with members of its radio committee. Nothing happened beyond a discussion of suggested plans, with ASCAP apparently sticking to its percentage of gross proposition, on which current contracts are based. It is understood Mr. Flamm proposed a percentage basis on commercials and a flat rate for sustaining programs, presumably having in mind passing on of the commercial program music costs to advertisers. ASCAP spokesmen apparently declined even to consider the plan.

John G. Paine, general manager of ASCAP, told the Radio Executives Club of New York Nov. 27 that reports radio is about to "deal ASCAP out of the picture" are irresponsible. He bitterly criticized the networks for their failure to acknowledge the license plan submitted by ASCAP last March.

Describing the plan as a formula which ASCAP is willing to modify if shown that it is impractical, Mr. Paine cited the license's concessions to the small stations by reducing their percentage payments and to the network affiliate group by granting them clearance at the source as proof that ASCAP is willing to give its customers what they want. "Maybe 7½% is too much to ask of the chains," he said, "although our calculations indicate that they can pay that amount. They've told the press, the advertisers, the agencies and the band leaders that they can't, but they've never told us."

Stating that under these conditions "I don't know what the outcome will be or whether the chains will sign up or not," he said that ASCAP "feels it a duty to give everyone the opportunity to use its music on the same basis as everyone else," and that it's up to radio to accept or reject the formula or to offer to negotiate. "If radio elects not to take ASCAP music on a non-competitive basis, then our obligation is cancelled and we are free to accept the other offers we have had," he declared.

An Easy Way

In discussing the various proposed methods by which music might be sold to radio, Mr. Paine described the present blanket license plan, enabling the broadcaster to use as much or as little ASCAP music as he chooses, as "a simple, easy, direct way of doing business". The per piece method, he said, "is so difficult and complicated as to be impractical." The per program system is possible, he stated, but "that comes down to making it possible for radio to charge the advertiser who uses music and not the non-music user. If that's the way it's to be, then ASCAP doesn't need radio as its salesman but can do a better job by dealing direct with the advertisers."

Whatever decision the broadcasters may make, ASCAP is not worried, Mr. Paine asserted, as long as it has the music of Cole Porter, Sigmund Romberg, Irving Berlin, George Gershwin, Sousa, Rachmaninoff, and the other music "the public wants." The best stars aren't worth much without good material, he stated, and ASCAP has that material.

Progressing with its task of building up a radio-controlled supply of equally good material, BMI is pushing its negotiations with Edw. B. Marks Music Corp., owner of one of the most important American music catalogs. Deal, which is expected to be settled

Lyric Contest

LYRIC-WRITING contest, believed to be the first of its kind in radio, was held by WHK, Cleveland, in connection with the annual convention of the National Scholastic Press Assn. in Cleveland Nov. 28-30. High school newspaper editors from all parts of the country chose 12 members of their association to participate in the contest. These assembled at WHK one hour in advance of a program by the WHK staff orchestra. A popular melody was played for them several times, and they were requested to write a new lyric for it. When time for the program arrived, the best lyric was chosen and sung by Lillian Sherman, WHK-WCLE vocalist. First prize was a $5 bill.

within the next few days, would take from ASCAP, with which the firm is now affiliated, and give to radio some 20,000 songs representing a cross-section of the most popular music of the past quarter-century.

BMI has announced the completion of its first deal with a performing rights society, the Society of Authors, Composers & Editors of Music, Mexico City. Contract, signed for the Mexican society by Alfonso Esparza Oteo, gives to BMI on Jan. 1, 1941, the broadcasting and television rights to more than 20,000 compositions, including 2,000 records. During the remainder of 1940, performance rights are available through ASCAP. Grant includes the works of more than 150 Mexican song writers, both popular and serious. In cooperation with the music committee of the Pan-American Union, BMI is planning a series of programs of Mexican, Cuban and South American music to popularize this type of music in the United States.

SESAC Plan

Negotiations between the NAB and SESAC have resulted in an agreement from SESAC that its license fees to broadcasters will not be raised for the next five years. In a letter to the NAB, SESAC guaranteed: That all stations whose licenses expire prior to Dec. 31, 1941, may renew their agreements for an additional five-year period at rates not exceeding the current schedule of fees, and that those stations without SESAC licenses may obtain five-year licenses by Jan. 1, 1941, at rates not exceeding the current schedule.

Pointing out that SESAC has cooperated with radio during its ten years in business and that its license fees have remained practically stationary while its music has increased from eight catalogs in 1931 to 125 at present, giving it control over performance rights of more than 55,000 compositions, the letter states that nearly 700 stations have long-term agreements with SESAC. NAB is writing all its member stations urging them to take advantage of their SESAC music and suggesting that stations not now licensed by SESAC give serious consideration to acquiring such a license.

In observance of its tenth anniversary, SESAC has issued a music guide, containing a classified index of some 200 different types of music included in its calalogs, listed by classifications of music, and also a list of the publishers and organizations affiliated with SESAC. Copies of the guide were sent to stations with the NAB letter.

Thirteen stations have become BMI members within the past two weeks, raising the total to 428. New members are: WRDW, Augusta, Ga.; WLAW, Lawrence, Mass.; KFKA, Greeley, Col.; WKBB, Dubuque; KFDM, Beaumont; KAST, Astoria, Ore.; KUTA, Salt Lake City; KTSW, Emporia; KSOO, Sioux Falls, S. D.; WLOG, Logan, W. Va.; WIND, Gary; WTRY, Troy; WKNE, Keene, N. H.

(*Continued on page 65*)

Hummert Asks FCC Mediation In ASCAP-BMI Controversy

IN THE first formal peace offensive of the controversy between the broadcasting industry and ASCAP, E. Frank Hummert, vice-president of Blackett-Sample-Hummert, on Nov. 28 sent the FCC a letter suggesting that "the Commission undertake such action as may be appropriate to mediate between the broadcasters and ASCAP to the end that the nation's great radio audience may continue, without interruption, to enjoy all of its own American music."

Regarding his own situation, Mr. Hummert states: "That the resultant situation affects me personally as a producer of long-established radio musical programs is of relatively minor importance. That millions of the radio audience will be deprived of most of the best American music is of paramount public interest."

Mediation Efforts

Explaining the delay between Mr. Hummert's announcement of his intention to make this protest [BROADCASTING, Nov. 15] and the sending of the protest, Henry K. Urion, of O'Connor & Farber, counsel for Mr. Hummert, said that it was decided to attempt to bring about mediation directly before appealing to the Commission. Mr. Hummert and Mr. Urion conferred with John G. Paine, ASCAP's general manager, and found him amenable to the mediation idea.

Then they called on Niles Trammell, NBC president; Edward Klauber, CBS executive vice-president, and Sydney Kaye, general counsel for BMI, and, according to Mr. Urion, this group did not view with favor the suggestion that a mediator be authorized to settle the problem.

Can FCC Intervene?

Whether the FCC can intervene is questionable. It has no authority under the statute to mediate in matters of this kind. Should the quality of program service deteriorate as a result of the ASCAP ban, it is presumed the FCC might raise some question about program service on renewals of station licenses. On the other hand, if broadcasters and ASCAP agree to mediation, some individual commissioner might voluntarily intercede. Such a development, however, is not deemed likely.

In his letter, Mr. Hummert said that since the new license agreements were tenderd by ASCAP, no negotiations whatever had taken place between ASCAP and the networks. He said he had recently suggested that ASCAP and the networks enter into negotiations through a mediator, and while this suggestion was acceptable to ASCAP, the networks had not assented to it. Thus, he pointed out, after Dec. 31 the networks and their stations will not broadcast music controlled by ASCAP.

Despite his disclaimer of impartiality, Mr. Hummert nevertheless attacked radio's position. "Motivated solely by personal pecuniary considerations and without regard whatsoever to the interests of the radio public, the broadcasting chains, virtually controlling the major part of our radio facilities, have evidently determined that they will not deal with the organization that controls the bulk of American music," he wrote the FCC. He said it was inconceivable "that the controlling broadcasting interests, presumed to operate in the public interest, should be permitted to deprive the American radio public of its accustomed music by a mere fight for dollars.

"In view of the great public interest which is involved, I respectfully suggest that the Commission undertake such action as may be appropriate to mediate between the broadcasters and ASCAP to the end that the nation's great radio audience may continue, without interruption, to enjoy all of its own American music."

Jergens Band Contract Contains ASCAP Clause

ANDREW JERGENS Co., Cincinnati (Woodbury soap) currently sponsoring the weekly half hour NBC *Woodbury Hollywood Playhouse*, on Jan. 1 will replace the dramatic show with a musical program. Tony Martin's band has been signed. The same 64 NBC-Red stations, Wednesday, 8-8:30 p.m. (EST), with West Coast repeat, 8-8:30 p.m. (PST), will be used.

Although Hollywood executives of Lennen & Mitchell, agency servicing the account, would not be quoted, it is understood that for the first time in contractual history of radio, Martin has been given a performer's cancellation clause, based on the current ASCAP controversy. It is reported that should there be a lack of ASCAP music for the series, Martin might regard it as militating against the success of his program. Therefore the cancellation clause would permit him to withdraw. William N. Robson, Hollywood manager of the agency, is to produce the new series. Jim Ameche and Gale Page are currently being featured in the *Woodbury Hollywood Playhouse* series, having succeeded Charles Boyer when he withdrew last season.

EXTERIOR of new 5 kw. plant of WISN, Milwaukee, as conceived by Mark Pfaller, architect. Four towers comprising a directional antenna system will be built on the new 40-acre site located in Milwaukee county. G. W. Grignon, manager of WISN, has announced that more than $100,000 will be invested in new equipment alone. Authorized Nov. 20 to increase from 250 watts night, 1,000 day to 5,000 day and night on a new freqency of 1150 kc., in lieu of the present 1120 kc., the new plant will be ready next spring.

RIGHT OFF THE FARM
Murphy Products Originates Series at a Home

MURPHY PRODUCTS Co., Burlington, Wis., (stock food concentrates), on Nov. 30 started a 13-week half-hour test campaign Saturdays 1-1:30 p.m. on WDAY, Fargo; WHO, Des Moines; WLS, Chicago; KFAM, St. Cloud, Minn.; KROC, Rochester, Minn.; KYSM, Mankato, Minn.

Program originates in the home of the Herman Tonsfeldt family near Sabin, Minn., and is called *Home on the Farm*. Everyday happenings such as livestock sales, church socials and shopping tours are discussed by the Tonsfeldts and their children. Direct wires are used by the network of stations releasing the program, with WDAY acting as key station. Critchfield & Co., Chicago, placed the business.

NBC, CBS and MBS will carry the "Christmas Under Fire" speech of King George VI of England, to be broadcast Christmas Day.

Preparing BMI Hymnal

A BMI hymnal, containing between 400 and 500 standard hymns, gospel songs of all denominations, with a few patriotic hymns and Negro spirituals, is being prepared and will be ready for distribution about Dec. 20. Richard Maxwell, conductor of *Songs of Comfort and Cheer* on CBS, has served as special consultant on the volume, collaborating with M. E. Tompkins, BMI general manager, and Dana Merriman of the BMI editorial staff.

BMI's Hollywood Office

WITH Harry Engel having taken over as West Coast manager of Broadcast Music Inc., the organization has moved its Hollywood offices to 1549 N. Vine St., utilizing a suite of five rooms. A veteran of 20 years in the music publishing business, Engel assumed his new duties in mid-November, and is being assisted by Richard Hartman and Eddie Janis. Hannah Green is office manager.

P. LORILLARD Co., New York, on Nov. 27 started for four weeks Dick Fishell's nightly sports resume on WHN, New York, on behalf of Old Gold cigarettes. Lennen & Mitchell placed the account.

Radio Celebrates Its 20th Anniversary

Notables Join in Washington Dinner

RADIO received an impressive sendoff on its second 20 years at a 20th Birthday Party held Nov. 26 in Washington at the Willard Hotel, with more than 600 broadcasters, industry personalities, government officials and public figures participating in the festivities. The Washington celebration, designed as an official commemoration of radio's first 20 years, highlighted the nationwide 20th birthday promotion sponsored Nov. 11-30 by the NAB. The party was sponsored by NBC, CBS, MBS, NAB, RMA, Electric Institute of Washington, and the six Washington stations—WRC, WMAL, WOL, WJSV, WINX, WWDC.

Washington celebrants heard Neville Miller, NAB president, read letters from President Roosevelt and Wendell L. Willkie, Republican presidential candidate in the recent campaign, both of whom paid hearty tribute to the broadcast industry and emphasized the importance of maintaining free radio. They also heard a special transatlantic pickup from London on which correspondents of all three national networks exchanged questions and answers with A. A. Schechter NBC director of news and special events. And they were entertained with BMI music, furnished by John Charles Thomas, famous concert artist, and Johnny Messner's orchestra, along with well-known radio and stage acts.

Mr. Willkie's Letter

Offering his congratulations to the American broadcasting industry for "a splendid and outstanding performance," Mr. Willkie declared in the letter read by President Miller:

"Those closely associated with radio broadcasting in this country can take pride in this achievement, as well as in the fact that they have kept the ether waves clear for free expressions of all shades of thought. As one who has just come through a national political campaign as a major participant, I can bear testimony to the fairness and high sense of responsibility of those in control of our radio facilities. May it ever be so. A free radio, along with a free press, constitutes the cornerstone of a system of free men."

Praising the industry's development, President Roosevelt declared: "The growth of broadcasting as we know it in America has been one of the most outstanding achievements of this generation. I reaffirm to you my belief that democracy will not tolerate any attempts at domination or control by the Government at the free and open avenues of public information."

[See opposite page for full text of President's letter.]

Special features of the Washington program included a special MBS broadcast of *American Forum of the Air*, conducted by Theodore Granik, on which appeared a group of nationally known figures discussing the past and coming 20 years of radio development. On the special transatlantic pickup, an unbroadcast program between BBC studios in London and the Willard Hotel ballroom, Mr. Schechter carried on via a public address system a 15-minute conversation with Edward R. Murrow, CBS London correspondent, Fred Bate, of NBC, and John Steele, of MBS. The program of entertainment featured, in addition to Mr. Thomas and two orchestras, Jay C. Flippen, Howard & Shelton, Ramona, all well-known radio personalities, along with Bobby May, juggler, and The Pitchmen, musical novelty trio.

Prominent Guests

Prominent guests attending the 20th anniversary party in Washington included: Jesse Jones, Secretary of Commerce; Frank Mullen, NBC vice-president and general manager; Senator Sherman Minton; John Benson, AAAA president; Bishop James E. Freeman; Harold Lafount, NIB president; Rev. Samuel McCrea Cavert; Maj. Gen. J. O. Mauborgne, Chief Signal Officer, U. S. Army; Rabbi Edward Israel; Chairman James Lawrence Fly, of the FCC; Commissioner Norman S. Case of the FCC; Walter W. Van Kirk, of the Federal Council of Churches of Christ in America; Thomas Burke, chief, Division of International Communications, State Department; Joseph D. Jamieson, president, White House News Photographers Assn.; Senator Elbert D. Thomas; Edward Klauber, CBS executive vice-president; Senator H. H. Schwartz; Senator C. Wayland Brooks; Paul B. West, president, Assn. of National Advertisers; Gen. George C. Marshall, Chief of Staff, U. S. Army; Theodore C. Streibert, MBS vice-president; Breckenridge Long, Assistant Secretary of State; Rev. Maurice S. Sheehy; Commissioner Harry C. Mitchell, of the U. S. Civil Service Commission; Bond Geddes, RMA executive vice-president; Commissioner Paul A. Walker, of the FCC; Commissioner George H. Payne, of the FCC; Ward Stringham, president, Electric Institute of Washington; Commissioner T. A. M. Craven, of the FCC; Albert L. Warner, chairman of the executive committee of the Radio Correspondents Assn.

Veterans Light Candles

During the program veterans of two decades and more in radio lighted the candles on a 3-foot birthday cake, paraded through the banquet hall. Noted among this group (shown in picture above) were Meade Brunet, RCA Washington official; Mr. Duncan, RCA, Philadelphia; S. D. Gregory, NBC manager of managed and programmed stations; A. L. Ashby, NBC vice-president and general counsel; Arthur B. Church, president of KMBC, Kansas City; E. M. Webster, FCC assistant chief engineer; Commissioner T. A. M. Craven, FCC; John W. Guider, Washington attorney; E. C. Page, Washington consulting engineer; A. B. Chamberlain, CBS chief engineer; Mrs. LeRoy Mark, owner of WOL, Washington; C. M. Jansky Jr., Washington consulting engineer; Louis Windmuller, Washington representative of Fairchild Aviation Corp.; E. K. Cohan, CBS technical director; G. W. (Johnny) Johnstone, radio director, Democratic National Committee; H. G. Dorsey, U. S. Coast & Geodetic Survey; Ralph Perry, WPRA, Mayaguez, P. R.; Maj. Gen. J. O. Mauborgne, Chief Signal Officer, U. S. Army; George O. Sutton, Washington radio attorney and former engineer.

Code Is Lauded

Unable to attend the Washington function, the following telegram was sent to the NAB from Mrs. H. V. Milligan, president of the National Council of Women:

"On behalf of the National Council of Women of the United States, I want to congratulate the radio industry on this important occasion. Coincidentally with its rise to one of our major industries has come an awareness on the part of women of the vast debt they owe radio. The higher level of our national culture is due largely to the contribution radio has made to the American people through its many educational broadcasts of every description. We want to take this occasion, too, to express our gratitude to the NAB for its adoption of the code which insures to all Americans the dissemination of the truth, without prejudice, and in a spirit of fair play. We believe that a free radio is the very essence of true democracy and pledge our continued support to the end that free radio shall continue in the United States."

In connection with the birthday celebration, the radio committee of the American Civil Liberties Union forwarded a message of congratulation to NAB President Miller, coupled with an expression of agreement with the underlying principle of the NAB Code, particularly as it applies to the question of controversial issues, and a reaffirmation of the Union's opposition to Section 606 (c) of the Federal Communications Act. Speaking as the Washington representative of the Union's radio committee, H. Thomas Austern, Washington attorney, declared:

"We deem the existing statutory power of the President to take over the operation of all radio stations in time of national emergency or war as potentially dangerous—so dangerous, indeed, that we have advocated congressional action to deprive the President of this power. There seems to be no argument for such a blanket control of radio in time of emergency that would not apply equally to the press. The radio code apparently insures a degree of self-regulation sufficient to make unnecessary the exercise of any such sweeping and drastic power by the Federal Government. In these circumstances we think that legislative action to limit the existing statutory grant of power is warranted."

* * *

Over the country individual stations reported various 20th Birthday Party promotions to BROADCASTING. KTRB, Modesto, Cal., conducted a listener contest with prizes for the best letters reminiscent of the early days of radio. KFRO, Longview, Tex., cooperating with the local public schools, conducted an essay contest on "The American System of Radio," offering students $21 in prizes. KSO-KRNT, Des Moines, observed the anniversary period by giving away a radio a day to listeners at whose homes the station's "Radio Gift Man" called. KVOO, Tulsa, Okla., carried a series of six special 20th anniversary programs surveying the progress of the industry and presenting leading Tulsa educators and radio personalities.

20-YEAR VETERANS LIGHT BROADCASTING BIRTHDAY CAKE

A partial list of those actively identified with broadcasting who attended the Radio Birthday Dinner is published on Page 64.

AFRA Finishing Draft Of Talent Agency Code

WITH an agreement between the American Federation of Radio Artists and the independent talent agents practically reached following lengthy negotiations, a final draft of the union's code for talent agencies is now being drawn up and will probably be agreed upon within the next few days, according to Emily Holt, executive secretary of AFRA.

Changes in the original document, which was negotiated with network officials covering their artists bureaus at the same time that AFRA and the networks renewed their agreements for wages and working conditions for talent employed on all network programs, are only in the regulatory and disciplinary sections of the code, Mrs. Holt stated, and do not affect the provisions on compensation.

The delay caused by these negotiations in handling the routine business of the union has resulted in a postponement of AFRA's negotiations with the transcription manufacturers for a code governing employment of actors, singers and announcers on transcribed programs, she said, adding that these negotiations will probably not be resumed until the first of the year.

NAB and IRNA Sessions Scheduled in New York

POSTPONEMENT of the meeting of the NAB board of directors in New York from Dec. 3-4 to Dec. 5-6 was announced Nov. 28 by NAB President Neville Miller. The sessions will be held in the Roosevelt Hotel. The NAB Legislative Committee will meet at the Ritz Tower Dec. 4.

Network negotiating committees of Independent Radio Network Affiliates will confer with NBC and CBS in New York Dec. 4, according to Samuel R. Rosenbaum, IRNA chairman. The sesions are in line with policy established last summer under which committees representng the affiliates, NBC and CBS confer on matters relating to commercial and programming policies.

Monarch on Coast

REID, MURDOCH & Co., Los Angeles (Monarch coffee), in a 13-week campaign which started Nov. 20 is using five-weekly participations in the *Mildred Van* home economics program on KECA, that city. Firm is also currently using five-weekly participations in *Norma Young's Happy Homes* on KHJ; 35 time signal announcements a week on KFAC, and 42 each week on KIEV. Agency is W. B. Ross & Associates, Los Angeles.

Proprietary on 60

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., from Dec. 1 until Feb. 1 plans to gradually increase radio advertising for its vegetable compound by eliminating the smaller stations it is currently using and placing five-minute programs and one-minute transcribed announcements on 60 stations in larger cities. Erwin, Wasey & Co., New York, handles the account.

PRESIDENT ROOSEVELT'S LETTER

Congratulating Radio on Its 20th Birthday

Following is President Roosevelt's letter of Nov. 25 to Neville Miller, NAB president, felicitating American radio on its twentieth birthday and read over the networks Nov. 26:

ON THE OCCASION of the twentieth birthday of broadcasting, I wish to extend through you my congratulations and best wishes to the industry. The growth of broadcasting as we know it in America has been one of the outstanding achievements of this generation. Since the days of 20 years ago when attic experimenters tinkered with crystal sets and the reception of a distant signal was a mere novelty, the modern receiver has become a necessity in the American household.

With this fine record of technical achievement, the radio industry also has rendered excellent public service. It has brought information and entertainment of quality to the millions of American homes which otherwise could not have enjoyed such benefits. In fact, it might be said that radio has erased the old boundaries of time and space. As millions of American families gather each day about their receivers, we become neighbors in a new and true sense.

Today the need is greater than ever that broadcasting should perform its function as a medium of public information. Factual and accurate news made available to all of our people is a basic essential of democracy. Radio has done its job well in this field. Elsewhere radio and the press are instruments of the state, used by dictators without regard for truth or justice. I reaffirm to you my belief that democracy will not tolerate any attempts at domination or control by government at the free and open avenues of public information. The best assurance that this will continue to be so is the proper discharge of the public responsibilities by those who operate these media.

The nations of this hemisphere are engaged in a cooperative undertaking to keep war and aggression from our shores. It is my hope that radio will increase and continue its efforts to create a broader understanding among the people of this hemisphere. The exchange of programs among the broadcasting stations of the Americas and the origination of special broadcasts from and to our neighbors serve to strengthen the common purpose which unites us at home.

Again, I felicitate the radio industry on its twentieth birthday. You have reached an amazing maturity for one so young. Your government has no wish to interfere or hinder the continued development of the American system of broadcasting. Radio was born and developed in the real American way and its future must continue on that basis.

Nehi Revising

NEHI Corp., Columbus, Ga., currently sponsoring Robert Ripley's *Believe It or Not* program on CBS, is understood to be dropping the program probably Dec. 6 or 13, with plans to sponsor Tom Howard and Roy Shelton in the same period together with a daytime serial on behalf of Royal Crown Cola. The agency, BBDO, New York, has released no statement on the change and details will probably be withheld pending settlement of the current litigation brought by Coca Cola Co. against all beverage companies using the name "Cola."

RADIO'S PUBLIC SERVICE obligations are being met fully and fairly, according to a consensus of representatives of various walks of life who spoke on a special *American Forum of the Air* broadcast Nov. 26 from an improvised studio adjoining the ballroom of the Willard Hotel, Washington, while the NAB Twentieth Birthday Party was in progress. Theodore Granik's MBS program was selected as indicative of freedom of speech on the radio, and the program was carried for a half-hour on that network. Lauding radio's efforts were (l to r) Rabbi Edward Israel, president, Synagogue Council of America; FCC Chairman Fly; Edward J. Heffron, executive secretary, National Council of Catholic Men; Martin Codel, publisher, BROADCASTING; Neville Miller, NAB president; Theodore Granik; Paul B. West, president, Assn. of National Advertisers; Senator Elbert D. Thomas, of Utah; Samuel M. Cavert, general secretary, Federal Council of Churches of Christ of America.

Report for Radio Is Begun by AP; Facsimile Tests

Sustaining, Commercial Pact Is Negotiated With MBS

ASSOCIATED PRESS will start its processed radio report Dec. 1, according to W. J. McCambridge, assistant general manager, who stated that a force of experienced news writers and news broadcasters had been engaged to handle this new service.

For the last few weeks sample radio reports have been prepared daily from the general AP news reports and carefully studied by AP executives, so that service would be developed before transmission to stations was begun. Since AP first made its news available to radio on a basis comparable to that of the other news agencies, a report especially prepared for broadcasting has been requested by more subscribers than any other feature of the service, and plans for its establishment have been under way for several months.

MBS to Sign

An agreement with MBS, making AP news available to this network for both sustaining and commercial use, has already gone into effect, Mr. McCambridge said, but contracts have not been signed.

Under a verbal agreement reached with Fred Weber, general manager of Mutual, along the same lines as those previously negotiated with NBC and CBS, the network receives AP service on an "exchange of news" basis which makes news collected by MBS correspondents available to AP and which also provides for a cash differential to be paid by the network.

In addition to making its news available for use by broadcasters, AP is experimenting with radio as a means of transmitting AP news and pictures. While they are still in the laboratory stage with a lot of work still to be done, these experiments have demonstrated the practicability of facsimile broadcasting, especially by the use of frequency modulation, for news transmission, said Mr. McCambridge.

Facsimile Experiments

Copy has been transmitted by facsimile radio between New York and Chicago at the rate of 140 words a minute, he stated, more than twice the speed of present wireline transmission of copy, which normally goes at about 60 words a minute. Maps, charts, cartoons and other two-tone illustrative material has also been transmitted with good results, he said, and experiments are being conducted with the transmission of photographs. The regular AP wirephoto apparatus can be used for radio transmission and reception without any major changes.

Although stressing that the change from wires to radio will not come within the next year, he predicted it is not too far away. FM is the basis of the whole plan, he declared, as all of AP's experiments have shown that facsimile copy sent by FM can be received clearly in locations such as the AP Bldg. in New York's Rockefeller Center where reception by amplitude modulation is undependable and impracticable.

Defense Planning Hits Broadcasting Industry Lightly

Communications Group Picked From Industry Executives

INDICATING the broadcasting industry is destined to play only a secondary role in the national defense planning work assigned it by Presidential decree, the Defense Communications Board Nov. 29 announced appointment of an Industry Advisory Committee of seven members—all executives of communications companies.

The Committee—most important of the industry advisory groups designated—will maintain direct liaison with the five-man DCB of high-ranking Government officials. Members selected are Walter Gifford, president of AT&T; Sosthenes Behn, president of IT&T; David Sarnoff, RCA president, named as chairman of the board of RCA Communications Inc.; R. B. White, president of Western Union; W. E. Beakes, president of Tropical Radio Telegraph; Joseph Pierson, president of Press Wireless Inc., and Jack Kaufman, executive vice-president of Globe Wireless Inc.

Subcommittees Named

Only Mr. Sarnoff, of the seven committee members, is identified with broadcasting, by virtue of his chairmanship of NBC. The board announced that it had recognized the need for broadcasting representation by providing that whenever a problem of domestic broadcasting or international broadcasting arises, it would call on the chairman of the domestic broadcasting or the international broadcasting subcommittee to delegate a representative to sit with the industry committee.

Thus, the broadcasting industry as such will have no direct dealing with the board unless "need" arises. The domestic broadcast subcommittee is one of 11 created by the board. The four main committees are law; coordinating, made up entirely of Government personnel; industry advisory, and labor advisory. All these will have direct contact with the board itself.

The board comprises FCC Chairman James Lawrence Fly, chairman; Maj. Gen. Joseph O. Mauborgne, Army Signal Officer; Rear Admiral Leigh Noyes, Director of Naval Communications; Assistant Secretary of State Breckenridge Long, and Assistant Secretary of the Treasury Herbert E. Gaston.

A three-man labor advisory committee was authorized. The board invited the American Federation of Labor, C.I.O., and the National Federation of Telephone Workers to select one representative each from their communications and broadcasting unions to serve.

Lowell Mellett, direct of the Office of Government Reports, and a special assistant to the President, was named one of the Government members on the broadcast subcommittee.

Membership of the Domestic Broadcast Committee would total 17, of whom five would be Government men. Appointment of Mr. Mellett, regarded as the top Government information officer and as the likely "George Creel" of the emergency situation, caused some reaction, particularly since the President's Executive Order creating the Defense Board emphasized that its function, in relation to broadcasting, shall be limited to "physical aspects" and shall in no way pertain to censorship or program control.

The only other Government member designated was Major Frank C. Meade, of the Army Air Corps War Plans Section. Other Government posts will be for the FCC, Federal Radio Education Committee and State Department.

Organizations invited to name members to the Domestic Broadcast Committee, the duties of which will include study of "physical aspects of domestic broadcasting" and formulation of recommendations deemed desirable under "foreseeable military conditions" were: AT&T, CBS, FM Broadcasters Inc., MBS, NAB, Finch Telecommunications Inc., NBC, NIB, National Television Systems Committee, Postal Telegraph, U. S. Independent Telephone Assn. and Western Union. It is doubted whether several of these organizations will name Committee members, because of remoteness of interest.

The International Broadcasting Committee will have 11 members, of whom five will be Government officials. Mr. Mellett again was named to this Committee for the Office of Government Reports.

Other Government representatives already named are Rear Admiral S. C. Hooper, Navy communications specialist; Nelson Rockefeller, coordinator of commercial and cultural relations between the American Republics, and Gerald C. Gross, International Division chief of the FCC. Commercial companies invited to name representatives were CBS, Crosley, General Electric, NBC, Westinghouse and World Wide Broadcasting Corp. When NAB President Neville Miller called to the Board's attention the lack of NAB representation on this Committee, the Board authorized addition of that organization. The State Department has not yet named its representative.

Listings Not Final

In announcing the Committees, Chairman Fly explained that the listings were not final and that additional members could be appointed upon proper showing. The Defense Communications Board desired to have a minimum number of Committee members, he said, but each of them could invite as many advisors as it desired.

In letters of confirmation sent to the companies and organizations for their nomination of representatives on the 11 technical subcommittees, the Board stated that each committee would elect its own chairman and secretary. The companies were asked to cooperate in securing the most effective membership, with representatives thoroughly familiar with the problems and subject matter to be studied.

Participating companies also were advised that the services of their representatives must be on a voluntary basis, as no appropriation is available for the Board to pay the expenses of members. Each committee member may be assisted by expert advisors from his organization and may participate in Committee discussions, at the discretion of those bodies, the formal notice stated.

HIGHER standards in diathermy equipment will be considered by a joint committee of FCC, medical, industry and other affected groups, following a conference held Nov. 29 at the FCC. Presiding at the meeting, called to discuss standards to reduce interference from radio therapy, was E. K. Jett, FCC chief engineer. This candid portrait of Mr. Jett was taken as he discussed radio interference problems recently on Watson Davis' CBS *Science Service* feature.

AGMA Asks Court to Revive Stay Order Restricting AFM

AMERICAN Guild of Musical Artists appeared Nov. 29 before the Appellate Division of the New York Supreme Court, with Justice Francis Martin presiding, to request reinstatement of the stay order restricting James C. Petrillo, president of the American Federation of Musicians, from carrying out his threat to forbid AFM members from working with instrumentalists belonging to AGMA until AGMA's motion for a permanent injunction has been heard.

Frederick E. Crane, former chief justice of the New York Supreme Court of Appeals, presented AGMA's argument that no harm will be done Mr. Petrillo or the AFM if the status quo is maintained, whereas if a stay is not granted AGMA, members will suffer great loss.

Individual Contracts

He raised the points previously presented by AGMA that its members—soloists such as Spaulding and Heifetz — are independent agents whose services are contracted for at special fees and that they banded together into AGMA to secure contractual protection. Musicians who are members of orchestras or bands work for salaries and need the group protection and collective bargaining offered by AFM, which would have no value for AGMA members, he argued.

Samuel Seabury, president of the Association of the Bar of New York City, represented Mr. Petrillo, and answered that the AFM is not trying to enjoin anybody but merely standing on the rights granted by its charter from AFL, which gives it jurisdiction over all instrumental musicians. Stating that the right of an AGMA member to refuse to work with nonmembers cannot be denied and that unless AGMA soloists wish to perform with AFM members there is no reason for their request for an injunction, he argued that waiting for a trial would mean only a further delay in AFM's exercise of its legal rights to protect itself against competition of AGMA in organizing musicians. He asked that AGMA's petition be denied. The court gave AGMA until Dec. 3 to file a supplementary brief and AFM until Dec. 15 to file an answer.

Hearing came only 10 days after Justice Aron Steuer of the New York Supreme Court had denied AGMA's application for a temporary injuction to restrain Mr. Petrillo from carrying out his announced plan. Suit for a permanant injunction was not barred by this decision, however, as Justice Steuer at the same time denied Mr. Petrillo's cross motion to dismiss this suit.

Contrary to expectations, the AFM president did not immediately take action against AGMA members when the Steuer decision upset the temporary stay granted AGMA on Aug. 29 by Justice Ferdinand Pecora [BROADCASTING, Sept. 1]. Instead, Mr. Petrillo, through his attorney, Samuel Seabury, agreed to take no action pending the decision of the Appellate Division and to allow the status to remain as it had been under the Pecora order.

On Nov. 20, day after the Steuer decision, Mr. Seabury and another Petrillo counsel, Henry A. Friedman, appeared with Henry Jaffe, representing AGMA, before Presiding Justice Francis Martin of the Appellate Division and agreed to the stipulation, which in effect nullifies the ruling of Justice Steuer.

After signing the stipulation to maintain the conditions existing under the Pecora stay order, the attorneys agreed to argue their cases Nov. 29. It is believed the stipulation will activate the appellate judges to give the problem prompt consideration, with the possibility of a decision within a few weeks. Hearing before Justice Steuer had been held Sept. 19 [BROADCASTING, Oct. 1], with a two-month interval before his ruling.

Came as Relief

AFM decision to withhold action until the decision of the Appellate Division came as a relief to program executives of radio stations and networks and of advertising agencies placing such programs as *Ford Sunday Evening Hour* which regularly present soloists with symphonic orchestral accompaniment. If Mr. Petrillo had decided to take immediate advantage of Justice Steuer's ruling, the result might have upset a number of program plans which could not be easily rearranged at the last moment.

For instance, the new Coca-Cola series starting Dec. 1 on CBS features Albert Spalding, eminent violinist and active AGMA member who is one of the individual plaintiffs aganst Mr. Petrillo and AFM, with Andre Kostelanetz' orchestra, belonging to AFM.

FM Stations Request Speedup By the FCC as Licenses Lag

Commercial Operation After Jan. 1 Sought, With Right to File Performance Data Later

PERTURBED over the lag in licensing of FM stations, slated for full commercial status Jan. 1, a committee representing FM Broadcasters Inc. conferred Nov. 27 with FCC Chairman James Lawrence Fly and his engineering aides, advancing specific suggestions to speed up the entire process.

With only 18 FM grants made thus far, the FM committee, headed by President John Shepard 3d, offered a half-dozen proposals which were taken under advisement by Chairman Fly, Chief Engineer E. K. Jett and Gerald C. Gross, head of the FCC International Section of the FCC. Accompanying Mr. Shepard were Theodore C. Streibert, vice-president of WOR and MBS; C. M. Jansky Jr., consulting radio engineer, and Philip G. Loucks, recently named general counsel of FM Broadcasters Inc.

Speedup Ideas

Covered during the conference were suggestions that the FCC allow existing experimental FM stations, of which there are nearly a score, to operate on a commercial basis after Jan. 1, with regular calls, pending installation of newly authorized facilities; to permit FM stations in certain instances to begin operation without requiring them to cover maximum specified service areas; to defer filing by applicants of exhaustive technical data so that applications can be considered on the basis of legal, financial and public service qualifications of the applicants, with the technical data to come later; to provide shortwave relay facilities for FM stations; to postpone the necessity for requirement of proof of audio performance until after a year of operation, and to adopt a system of call-letter allocations different from that recommended [BROADCASTING, Nov. 15].

The group advocated use of four-letter calls similar to those employed for standard broadcasting as its first preference. If that is not expedient because of the limitation in the number of available call combinations, the group suggested that a combination of letters and figures be used, but that the figures be in the middle of the four element calls, such at W44B. The Engineering Department had recommended that two-letter prefixes be used followed by a dash and two numerals, indicating the channel to which the station is assigned. A typical call would be WA-14.

Mr. Shepard's committee contended that their suggestion would make for greater euphony and that the calls thus would be more easily remembered. Moreover, it was pointed out that the first letter and numerals would be automatic, but that the second letter might be selected because of significance as to station location or ownership.

In suggesting that the FCC authorize continued operation existing experimental FM stations beyond Jan. 1, with commercial status, the Shepard Committee said this would make possible uninterrupted service to FM listeners in those areas pending completion of new stations.

Preliminary Data

To speed up availability of service by FM stations, the committee urged that applications be granted for smaller stations than those earmarked for specified areas, at the outset at least. Particularly applicable to larger areas, such a plan would make possible rapid installation of service which otherwise would require substantial time. The enlarged service later could be provided, it was pointd out, to comply with the FCC allocation plan of allotment of facilities to serve basic trade areas or natural spheres of economic influence.

By eliminating the necessity for supplying the extensive preliminary technical data at the time of considering new FM applications, the FCC was told it would take a long stride toward expediting the whole allocation process. The Commission then could proceed with consideration of financial, legal and other prerequisities. When the applicant measures up, the grant could be made, conditional upon subsequent approval of the detailed engineering data. It was said this would tend to encourage FM applications from smaller, independent interests which hesitate to invest substantial sums for preparation of the engineering data until they have at least some assurance of favorable action.

Because of purported difficulties in obtaining telephone lines of adequate fidelity without excessive cost, the Shepard group urged that steps be taken to make available shortwave channels for relays from transmitters to studios and for ultimate networking of FM. Specific permission was requested to use bands above 150 mc., now assigned to relay stations, for FM relays and intercity hookups, pending development of an allocation for this purpose.

Proof of Performance

With an engineering conference called for Dec. 9 on manufacture of FM transmitters and other technical equipment, the FM committee urged the Commission to defer the requirement that FM stations submit proof of audio performance during test period, and prior to the issuance of a regular license. Invoking of such a requirement, it was argued, would result in delays in licensing. Since the FCC is allowing stations a year in which to submit the results of field surveys showing FM station coverage, it was suggested the rules be modified to allow the same length of time on proof at audio performance.

Chairman Fly indicated the FCC would give consideration to all of the suggestions at early meetings, after Chief Engineer Jett has had the opportunity to study the proposals and draft his final recommendations.

'Town Hall' FM Station

AMONG the local plans for its 50th Anniversary national campaign, Town Hall, New York, has announced it will build and equip an FM station atop its present building on W. 43d St., in addition to extensive alterations and additions to its auditorium and offices. Over a three-year period, committees formed on behalf of the Anniversary will work on the local expansion program as well as the plan of coordinating with Town Hall the more than 3,000 discussion groups which have formed throughout America as a result of the weekly broadcasts on NBC of *America's Town Meeting of the Air*.

THREE FM STATIONS GET FCC APPROVAL

THREE additional commercial FM stations, bringing to 18 the total authorized since lifting of the experimental restriction, were given approval by the FCC during latter November.

Supplementing its grants to Travelers Broadcasting Service Corp., Hartford (WTIC) and General Electric Co., Schenectady (WGY) on Nov. 20, the FCC at its meeting Nov. 26 granted an application of WCAU, Philadelphia, for an FM adjunct. On Oct. 31 the FCC granted permits to 15 applicants. Approximately 50 applications now are pending and steps are being taken for their expeditious handling, it was stated.

The Hartford grant is for 45.3 mc., with a coverage of 6,100 square miles, embracing 1,118,000 population. The Schenectady grant does not specify frequency but the area is 600 square miles, with the population 967,700. The Philadelphia grant is for 46.7 mc., 9,300 square miles and 3,846,651 population. It specifies hours of operation as six hours at night and six hours during the day, marking the first time such provisions have been included in an authorization.

'Birth of Nation' Suit

SUIT charging unfair competition was filed Nov. 19 in New York Supreme Court against CBS by Epoch Producing Corp., New York, charging that it owns the picture and title "The Birth of a Nation", also the name of a program presented Sept. 2, 1940, on CBS as one of a series of planned broadcasts.

Maj. Armstrong Honored

MAJ. EDWIN H. ARMSTRONG, inventor of FM, will receive the Holley Medal of the American Society of Mechanical Engineers for distinguished service in engineering and science. The award will be made Dec. 4 at the Society's 61st annual meeting in New York.

RCA studio equipment, Scully turntables, and Presto power amplifiers are being used in Library of Congress radio studios nearing completion.

Latham to Survey Markets for FM

Will Conduct Network Study Before Joining Durstine

AT A MEETING Nov. 18, the executive committee of the FM Program Research Group, formed last August to explore the possibilities of forming an FM nationwide network [BROADCASTING, Sept. 1], unanimously approved the action to retain Jack Latham, recently resigned as radio director of Benton & Bowles, New York, to make a preliminary survey of markets, programs, sales and other pertinent problems relative to the further extension of the plan.

Mr. Latham

According to Herbert L. Pettey, manager of WHN, New York, and secretary-treasurer of the FM group, "it is anticipated that some time in the future this work to be done by Mr. Latham will be of value for further discussion and development of FM simultaneous broadcasting, although the general plan of the organization is nebulous at the present time."

Knows His Market

"Mr. Latham is devoting himself to this work at the express request of the committee," Mr. Petty continued, "and will work on the project for a period of at least 60 days on a temporary basis. He will complete his report prior to taking up his duties as an executive of Roy S. Durstine Inc., New York. Mr. Latham's experience in radio was deemed highly important by the committee as a result of his previous connections with Young & Rubicam, New York, American Cigarette & Cigar Co. and more recently with Benton & Bowles. His knowledge of market and conditions will make his survey report singularly important."

Chairman of the executive committee of the group is John Shepard 3d, president of the Yankee Network, and other members include Walter Damm, WTMJ, Milwaukee, and Elzey Roberts, KXOK, St. Louis.

Mr. Latham, who will join the advertising agency of Roy S. Durstine after completing his report, will be an executive of the company with no particular title, according to Mr. Durstine.

CHARLES GRIMM, onetime manager of the Chicago Cubs and last season baseball announcer, together with Lew Fonseca, of WJJD, Chicago, on Nov. 25 was released of his announcing contract for next season by Ralph L. Atlass, president of the station, so that he could return to the National League baseball team as coach. A successor to Mr. Grimm will be announced in December.

CALL letters CBRA have been assigned the 20-watt repeater station at Revelstoke, B. C. [BROADCASTING, Nov. 15], the first of a number to be built by the Canadian Broadcasting Corp. to service towns in isolated regions on main railway and telegraph lines. The call letters denote that it is tied to CBR, Vancouver.

An FM Auto Listener Gets Around

New York Motor Tour Shows Remarkable Reception

By ALVIN VON AUW
Western Electric Co.

ONE DAY, a few weeks ago, a day when the outside of the office looks better than the inside, the writer signed on with an expedition to tour the Long Island and Westchester countryside with an ear to the quality of FM reception in that area. At the controls of the test car sat Charles Singer, superintendent of WOR's transmitters, while Rinehart Rast, recent U of Connecticut graduate now a member of the engineering staff of FM station W2XOR, fiddled with the controls of an FM receiver [General Electric], mounted on a wooden framework between the front and rear seats of the car. Along for the ride were Will Whitmore, advertising supervisor, Western Electric Co., and the writer.

A Dearth of Gadgets

The intricate array of gadgetry usually associated with field strength surveys was left strictly to home. This was to be a layman's listening test. The writer, for instance, though only vaguely aware of the meaning of a decibel, is, however, all too familiar with the phenomenon of static interference and has been conscious of a decided difference between the range and quality of the music heard in the concert hall and that which issues from the "mighty midget" next to the easy chair at home.

During our test we kept the receiver tuned for the most part to FM station W2XOR, inasmuch as that station is furnishing an uninterrupted 15-hour service every day, the only FM station in the metropolitan area to do so. The W2XOR programs were picked up from the air by what Mr. Singer described as a "vertical dipole antenna with a coaxial transmission line between antenna and receiver". This antenna was mounted at the left rear side of the car so that its lower section cleared the fender by about five inches.

Our trip started from the WOR transmitter building at Carteret, N. J. The Mutual programs transmitted from W2XOR atop 444 Madison Ave. in Manhattan poured from the FM receiver true and clear. No background noise, no fading was observed as we drove from Carteret to Manhattan via Route 25 through Elizabeth, past Newark Airport and along the Pulaski Skyway. As we left the Skyway and entered the heavily industrialized countryside, we passed through a broad underpass and cocked our ears for a possible fading of the received signal. The signal did not falter.

After crossing to Manhattan through the Lincoln Tunnel, we drove down the West Side Highway to Manhattan's toe, thence up

DEEP in a sand and gravel pit, at Port Washington, Long Island, an FM test car finds that the high ridge, directly in the path of an FM transmitter, didn't cause the slightest diminution in signal strength or equality. Even steel bridges failed to affect the signal.

through the concrete and steel canyons of lower Broadway. We might just as well have been in the middle of a cow pasture on a direct line-of-sight from the transmitter for all the difference it made in the consistently-steady FM reception.

Defies a Bridge

From Broadway we cut over to Fourth Ave., then to Madison, passing the site of W2XOR's transmitter on our way to 58th St. where we headed east through heavy traffic to Queensborough Bridge over the East River. There the AM receiver in the car was switched on and tuned to WOR for comparison of its signal with the FM signal from W2XOR. As we progressed through the latticed girder construction of the bridge, the AM signal from Carteret was swamped in the rising noise level, while the FM signal continued to ignore the fact that it was passing through an area of maximum shielding. Beyond the bridge WOR's powerful 50 kw. signal returned to its normal high level.

Proceeding in an easterly direction along Queens Boulevard, we arrived at our first Long Island listening point at the corner of 72d Ave. and Queens Blvd. in Forest Hills, 7½ miles from the transmitter. We parked the car between two groups of apartment buildings. However, no shadow effect, if any was present, could be detected in the FM reception.

Without Static

Our trek continued along Queens Boulevard for a mile or so, then crossed over to Grand Central Parkway. As we passed under the Parkway's numerous bridges, the FM signal came in strong and clear in contrast with conventional reception. We parked the car under a large concrete bridge to observe this phenomenon and wondered why FM has been considered unsuitable for auto radios. The only interference with the FM signal we observed on our tour—and this was negligible in comparison to the static that AM auto-listeners accept as a matter of course—occurred when we pulled up for red lights next to cars with unshielded ignitions.

Beside a Ridge

Turning right off Grand Central Parkway, we bounced along on rural routes, then cut across country down a rutted farm road where projecting brush snapped off the lower half of our antenna. With two cows as interested witnesses, Singer dragged a supplementary antenna from the rear compartment and installed it in little more than ten minutes. The FM signal continued to pour in throughout the operation.

The farm road dumped us down on the west shore of Hempstead Harbor, where the road is bounded on one side by water and on the other by a long ridge varying in height from 50 to 125 feet. In order to make some stationary tests, we drove into the largest of the many sand and gravel pits in that area and parked the car close to the wall with the ridge squarely in the transmitter-receiver path. At no time did the response fade to a point beyond normal program enjoyment.

On Beacon Hill above Port Washington, some 17 miles airline from the transmitter, you can see the towers of Manhattan on a clear day. In this line-of-sight position we attempted listening tests of the signal strengths of W2XOR, W2XMN, W2XWP and W2XQR. The signals of all these stations poured in with such strength that an aural comparison of their respective powers was impossible.

Only a Few Dips

From Port Washington we drove to the Bronx Whitestone Bridge and thence to the Hutchinson River Parkway as far as Purchase St., in Rye, N. Y., an airline distance of 22 miles from the transmitter. The signal came in solidly with no noise throughout this area and stayed with us consistently all the way back to New York, although we noticed a few narrow dips in signal strength in the area of Saxon Woods. Coming down the Henry Hudson Parkway, we passed through a toll station and over the wire which projects from the road and drains off the car's static elec-

(*Continued on page 57*)

Conference Is Summoned by the FCC To Discuss Proposed Ratings for FM

ACTING upon the request of several equipment manufacturers, the FCC Engineering Department has called an informal engineering conference for Dec. 9 to consider transmitting equipment ratings for FM with respect to power. Ratings offered as a basis for discussion range from 250 to 100,000 watts.

To be presided over by Assistant Chief Engineer A. D. Ring, the conference will discuss (1) maximum power rating and operating range of standard FM transmitters and (2) performance characteristics of audio amplifying equipment when obtained separately and as a complete unit.

Maximum Ratings

The FCC's public notice, calling the conference for 10:30 a. m., at Room 7416, New Postoffice Bldg., Washington, states:

The Commission has been informed that it would facilitate the manufacture of standard high-frequency (FM) broadcast transmitting equipment if maximum power ratings could be standardized. Also, the operating power range of the transmitters of different maximum power ratings should be standardized for the equipment made by different manufacturers.

As the Commission regulates only the external performance characteristics, it ordinarily would not be particularly concerned with power rating except insofar as it must be considered in obtaining the necessary performance. It has been agreed, however, to discuss these matters with the several manufacturers so as to standardize the power ratings in order to expedite manufacture at this time when most of the engineering facilities of the manufacturers are devoted to defense engineering.

The following power ratings are offered as a basis of discussion:

Maximum Power Rating	*Operating Power Range*
250 watts	50 to 250 watts
1250 "	250 " 1,250 "
5000 "	1,250 " 5,000 "
25,000 "	5,000 " 25,000 "
100,000 "	25,000 " 100,000 "

High-frequency broadcast stations are *not* rated on the basis of power output. They *are* rated on the basis of service area. The service area is established from economic data and certain technical considerations. Since all stations serving the same city must have substantially the same service area and as the antenna height and antenna gain vary in all cases, the operating power will, in most cases, be odd values (such as 1190 watts, 19.2 kw, etc.) While stations are not to be rated on the basis of operating power, consideration should also be given the determination of the operating power for the authorized coverage.

Even though standard maximum ratings as given above are adopted, it may be desirable to make provision for immediate steps by reducing the number of tubes or using tubes of different power ratings in the last radio stage when the operating power is considerably below the maximum power rating. This is suggested for economy only.

It has come to the attention of the Commission that the performance characteristics of the speech input equipment is dependent upon the input and output circuits employed. Unless each unit is designed for the impendance characteristics of the load, the performance (frequency and amplitude) may be different from the published data.

The claims for overall performance of high-frequency broadcast equipment are, in many cases, based upon the performance of individual units which may not, in some cases when not matched, give performance meeting the requirements, unless all units are equalized as a whole. It is desired to discuss these problems with the view of standardizing a method of specifying characteristics and load conditions. High-frequency broadcast stations are required to submit proof of audio performance during tests as a complete station before a license will be issued by the Commission.

"TWENTY-THREE, SKIDOO! FARMERS WON'T BUY WIDGETS!"

● Perhaps in all the vast ramification of American industry it may so happen that you are *not* among those who make or sell *widgets*—and you may therefore feel fairly impersonal about the illustration and headline above.

But whoah, stranger! Do you make cosmetics? canned lobster bisque? caffeine-less coffee? wafer-thin wrist watches, or any "urban" products that "farm people don't use"? If so, kindly stand back while we double-shot the long-gun!

Look up your own sales records, and you'll find that per capita, Iowa people buy just as much luxury merchandise as the population of New York (N. Y.) or Chicago (Ill.). You'll find this fairly logical, too, because Iowa is more than 1/3 urban, and because the remaining 2/3 have entirely urban standards of living.

We dare you to call us on our statement that WHO can sell *any* product that will move readily, *anywhere.* And we bet you don't take dares!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

140 Successful Weeks for Wilshire

Flip and Frequent Commercials on Coast Show

By JOHN GUEDEL

Radio Director,
Dan B. Miner Co., Los Angeles

ABOUT 140 weeks ago Wilshire Oil Co., Los Angeles (gasoline), went searching for an inexpensive radio program to fill a 15-week summer period. Executives of the firm had definite ideas in mind. They wanted a show that would encourage motorists to visit California's points of interest on their vacation. The program also had to build goodwill and sell the sponsor's products. It had to be informal, entertaining, informative, and appeal to all ages, from children in the first grade to folks over 80.

And so, *Pull Over, Neighbor*, a weekly half-hour audience participation program, was born. With Art Baker as head man, the series started June 8, 1938, on KFI, Los Angeles, for a 13-week period. Rather than merely present information in dry form, the program emphasized the lighter side and featured questions and answers, singing contests, impromptu acting and impersonations, memory and many other parlor games adapted to radio. It caught on sufficiently to warrant renewal for another 13 weeks. The sponsor, delighted with results, renewed for a third time, and finally extended the contract through Feb. 28, 1939.

It Went Regional

When Wilshire expanded its market to cover the entire State of California, the weekly local program went regional on March 7, 1939. It became an NBC-California Red network show, with KPO, San Francisco, added to KFI. On July 6, 1939, the series was switched to three CBS California stations (KNX KSFO KARM), for a successful 13 weeks. New followers were added and dealers throughout California reported further business increases as result of the weekly show.

It was on Sept. 12, 1939 that the program was shifted to 15 California-Don Lee stations, Mondays, 8-8:30 p.m. (PST), and the show that started as a "summer filler" has been renewed 10 times. Soon it had more listeners in California than many transcontinental programs (including all but one of the TC quiz shows), according to a recent C. E. Hooper survey. That it sold gasoline successfully was evidenced by the fact that Wilshire Oil Co. sold more of its products in May than during any other month in the history of the firm.

Let's take the program to pieces and see why *Pull Over, Neighbor*, was a successful vehicle for its sponsor. First, the idea of the show fits the products advertised, Polly Gas and Economy Gasoline. The idea was simply a mythical "race" from one California city to another. Five contestants, chosen at random from the studio audience prior to the broadcast, were called "drivers". Each was represented by a car on a blackboard. The drivers moved toward the finish line along the mythical "route" according to their skill in answering questions shot at them by the "guide" of the Wilshire tour, Art Baker.

Ninety-five per cent of the questions were of general interest to anyone in the country. Five percent were California questions. Of course it was naturally easy to plug gasoline during the course of a mythical motor race. For instance, if a driver answered a certain question he might be awarded a few gallons of Polly Gas "to make the hills ahead smooth out before him, so he can win the race".

Two regular commercials were usually tied-in with features of the trip, although listeners could never be sure just how and when the announcements would appear. They might be delivered in the "running gag" style, by the announcer posing as an Eskimo, a Hindu mystic, the deliverer of a "message from Garcia", or any other humorous manner. At least one commercial in each program was delivered by Art Baker himself.

Mentions Galore

A checkup on recent shows revealed that the products were mentioned on the average of 30 times during the half-hour period, yet the program didn't appear to be heavy with plugs. For example, one method of combining commercials with entertainment was a six-part question which was occasionally used. The contestant was given a quart can of Polly Penn Motor Oil for each part he answered correctly. For each part he missed, a quart can of the product was taken away from him. For some strange reason, both the listening and studio audience found this highly amusing.

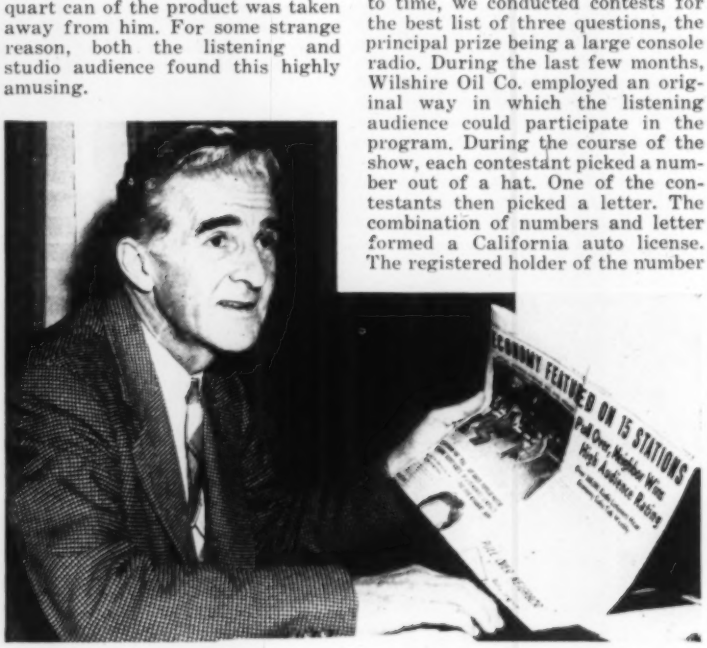
To merchandise the show, Chambers of Commerce in various communities mentioned along the "route" were notified from time to time that their respective city would be mentioned on the program on a certain Monday night. Not only did the program receive considerable local exploitation, but the sponsor earned the goodwill of everyone in the town because of the publicity given. By plugging "safe driving" additional goodwill was also earned.

Listeners were invited to obtain special blanks from any of the 3,000 independent dealers selling Polly or Economy Gasoline, if they wished to attend the broadcast in person. As a result, an average of 1,100 persons went to Wilshire stations weekly to obtain passes. Out-of-town requests were high, with an average of one-third of the studio audiences coming from communities 50 miles away. Display cards and other promotion pieces plugging the program, were frequently sent dealers.

Then too, there was the *Wilshire Advance-News*, a full-size promotion newspaper, which plugged the merits of the program, and was distributed frequently through dealers. To stimulate dealer enthusiasm, twice yearly they were invited to the program en masse, and some appeared as contestants. In addition, each dealer had an annual pass to the show.

Gas for Questions

Occasionally we asked the listening audience to submit questions. If used on the program, an order for five gallons of Polly Gas was sent to the contributor. From time to time, we conducted contests for the best list of three questions, the principal prize being a large console radio. During the last few months, Wilshire Oil Co. employed an original way in which the listening audience could participate in the program. During the course of the show, each contestant picked a number out of a hat. One of the contestants then picked a letter. The combination of numbers and letter formed a California auto license. The registered holder of the number was asked to answer a certain question by telegram before midnight. If he did, a Philco combination radio-phonograph was the reward. This feature of the program took but a minute on the air, but it actually brought every member of the listening audience into the program without requiring any work on their part.



SEVERAL THOUSAND full-size newspapers, mast-headed Wilshire Advance-News, which promoted the weekly half hour program, *Pull Over, Neighbor*, and also plugged various petroleum products of the sponsor, were distributed monthly through independent Wilshire Oil Co. dealers in California. The promotion piece was edited by W. D. Smith, assistant secretary-treasurer in charge of advertising, who is reading an issue.

Pull Over, Neighbor consisted of not merely a series of questions. It was a balanced variety show. Besides questions, there were games, stunts and gags, in fact the very things folks do at wholesome parties in their homes. To our knowledge, this program was the first to introduce to radio the "Double or Nothing" game; the singing, extemporaneous speech, impersonation and acting contests. "Win, Place or Show", "Singing Hecklers", and the "What's My Name?" type of question games, were among the number of silly laugh-provokers first introduced to radio via this regional program. The humor of *Pull Over, Neighbor* is not the smart Broadway type, but a kind that all understood and enjoyed. The show's earthiness and homey reality were undoubtedly responsible for much of its popularity and "pull."

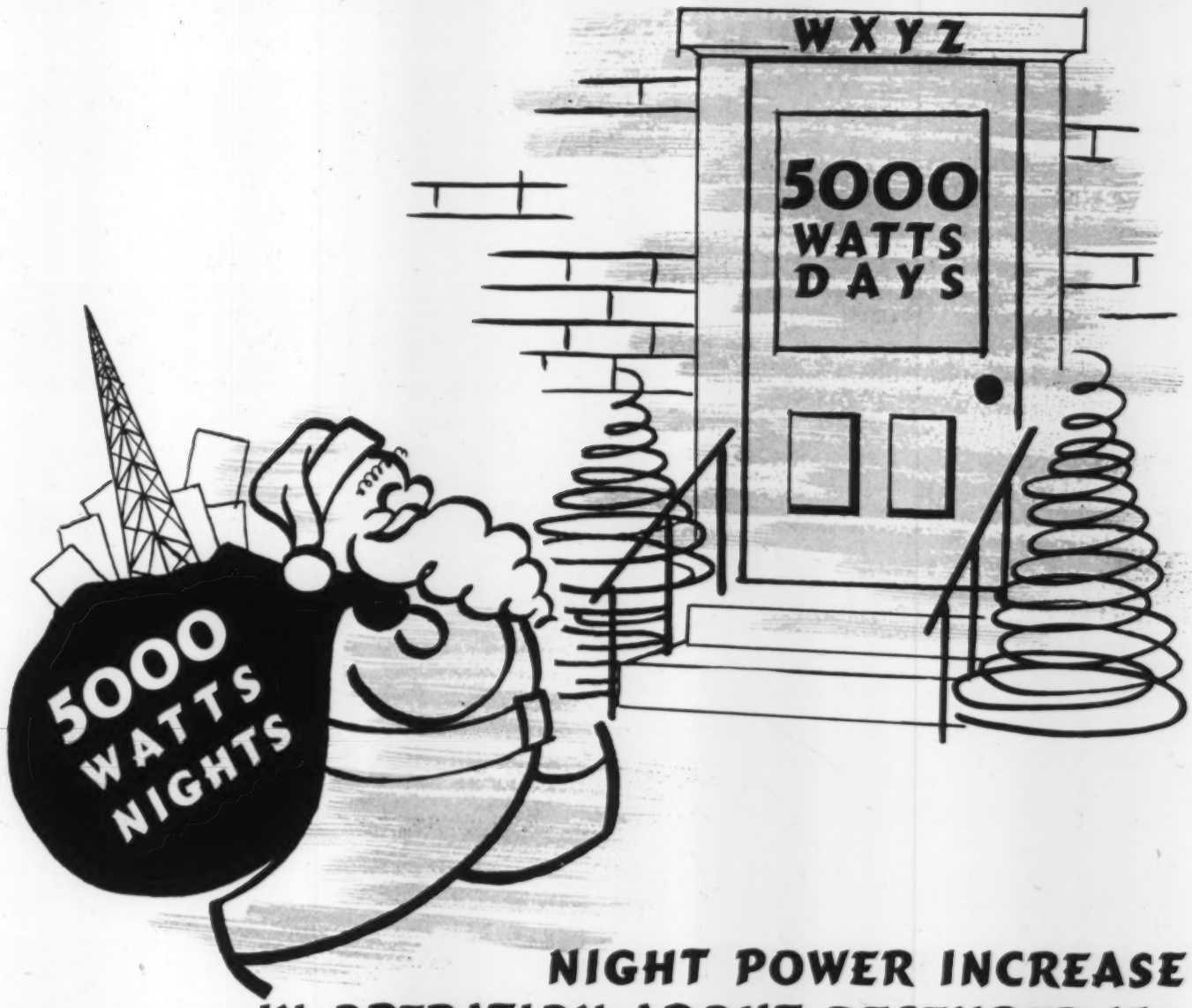
Without Help

Largely responsible for conveying the proper spontaneous party feeling was Art Baker, who conducted the show without aid of orchestra or other talent. He succeeded in winning the confidence of listeners because of the sincere, friendly way in which he put the contestants at ease. As a result, Baker's personal endorsement of the gasoline sold by his sponsor meant something to the listener. That's why Baker read most of the commercials. That the show enjoyed a high point of sponsor-identification was proved by the fact that the majority of letters received weekly were addressed not to *Pull Over, Neighbor*, but to the Polly Gas program. The mail pull also proved that the program's appeal was general. Contributing questions and suggestions came from both sexes. They ranged in age from 8 years to 80, and no one classification seemed to dominate.

All With Low Budget

Wilshire Oil Co. has not been a consistent radio advertiser. In fact the concern hadn't used that medium for two years prior to the *Pull Over, Neighbor*, initial broadcast, and naturally was at first a bit skeptical to results. Today executives call attention to the fact that its Polly Gas had been on the market only a few months when the program began. It wasn't well known to motorists. Within a year the product became solidly established with California motorists, which speaks for itself.

John C. Morse, executive on the Wilshire account, sums up the *Pull Over, Neighbor* success story with this statement, "By smart buying Wilshire Oil Co. of Los Angeles has proven that a low budget regional show can compete favorably in both listening audience and sales with the most costly transcontinental programs on the air".



NIGHT POWER INCREASE
IN OPERATION ABOUT DECEMBER 15TH

NO INCREASE IN RATES

UNTIL FEBRUARY 1, 1941

WXYZ

KEY STATION—MICHIGAN RADIO NETWORK—Basic Detroit Outlet NBC Blue Network
National Sales Representative—PAUL H. RAYMER CO.

Efforts of Nazis to Use Radio Shown in Dies 'White Paper'

Denials of Charges Involving Transradio Press And WCBM, Baltimore, Quickly Forthcoming

ATTEMPTS by officials of a German government propaganda organization in the United States to "reach" a prominent radio commentator, plant its alleged news service in American radio stations, along with a reference to the "financing of a German news program" in Baltimore by an official of the German embassy in Washington, and a charge that Transradio Press is "not only a receiving agency" for the German propaganda service "but also a transmitting agency," are contained in the now famous Dies Committee "White Paper," released Nov. 21.

White House intervention in the Dies Committee investigations came when it was indicated at the White House press conference Nov. 26 that President Roosevelt would meet with Rep. Dies and representatives of the State and Justice Departments for a discussion of Government activity in combating the "fifth column" situation.

Radio Allegations

The principal radio reference centered around the German-owned Transocean news service, which the Committee said is used to express German views and ideology in foreign countries. The Committee published four letters between Herbert Moore, president of Transradio, and the office of Manfred Zapp, head of Transocean in this country. The letters all dealt with the quality of transmission of German news reports.

Dies Committee Report

After publishing the letters the Committee report added:

"It appears reasonable to assume from the above four exhibits that the South American countries to which Transocean News was directed from New York, by means of shortwave broadcasting, reported the success or failure of this transmission directly to Berlin. In the event that the South American reception was faulty, Berlin immediately advised Zapp in New York. Thereupon, Zapp took this matter up with Transradio Press Service, which appears to be not only the receiving agency for Transocean but also the transmitting agency. This fact is further substantiated from an examination of the Transocean financial records in which it is disclosed that for the period from Jan. 1, 1939 to Aug., 1940, Transocean News Service paid Transradio Press Service the sum of $44,387.91. The certificate of incorporation of the Transradio Press Service Inc., filed in New York State, bears the name of Arthur M. Quisenberry as a member of the board of directors of the said corporation. The list of employes of Transocean News Service, as contained in the files of this organization, indicates that an employe, Arthur Quisenberry, was entered on the rolls as of April 12, 1939."

Herbert Moore Replies

Mr. Moore replied to the Dies report on behalf of Transradio. He said in part: "The Dies Committee, in its zeal to combat subversive influences, has made public certain disclosures which have the unfortunate effect of misrepresenting the entirely legitimate connections which have existed between the American press services and German news organization. . . . It is well known that Transradio and other American news services have scrupulously guarded against all kinds of totalitarian propaganda although they have, by necessity, maintained working press agreements with German and other foreign news agencies."

Mr. Moore said that no special significance could be attached to the arrangements which have existed between his organization and Transocean. He said these arrangements were similar to agreements existing between Transradio and British and French news agencies. "These arrangements," said Mr. Moore, "were known to competent Federal authorities and conformed to the standards laid down by ethics and law."

The Transradio president termed the committee's statements relating to Quisenberry an "obvious falsehood." Mr. Moore said, "The Mr. W. G. Quisenberry who is a member of the board of directors of Transradio Press Service is not related in any way with Mr. Arthur Quisenberry."

However, the Dies Committee issued another statement denying Moore's contentions concerning Quisenberry. The latest Dies statement included what the Committee said were photo copies of the original incorporation papers of Transradio and another document certifying the accuracy of the copy.

The photo copy bore the names of Herbert Moore, Dixon Stewart and Arthur M. Quisenberry as the original incorporators.

Sought Commentator

Another letter published by the Committee shows the desperate efforts to which Zapp was urged to go in order to give the United States a favorable picture of German activities. The letter was from Dr. K. O. Bertling, director of the Amerika-Institute in Berlin to Zapp. It said in part, "I also want to mention to you the name of Hans V. Kaltenborn, whom you may reach by telephone. K. is a descendant of the war minister, van Kaltenborn-Stachau, and studied at Harvard University, where he was my predecessor as president of the Harvard German Society. He is on everybody's lips because he probably has the greatest influence as radio reporter on European politics. Unfortunately now for several years he is not feeling very kindly toward Germany, and therefore I urge that you first of all discuss the matter with Mr. Dennis (Lawrence Dennis, the author of *The Coming Fascism in America*, whether and how it would be possible to crank up Kaltenborns' engine for your purposes. In any event, it is to be assumed that Mr. Kaltenborn should be receptive for informations which he could get through you."

The Committee report adds this significant statement: "The record shows that Mr. Kaltenborn would have been a poor contact for Zapp in view of the fact that Nazi Germany deemed it advisable to ask Mr. Kaltenborn to leave Germany because of his anti-Nazi utterances."

For all his supposed influence in the United States, Zapp, as far as could be learned from the "White Paper," actually was only able to get one radio station to buy Transocean. The White Paper does not show any stations accepting the service for nothing.

In a letter dated Sept. 9, 1939—nine days after Germany invaded

(*Continued on page 40*)

Dies Committee's Transradio Charges Are Scrutinized by Canadian Officials

CANADIAN radio officials are scrutinizing the controversial report of the U. S. House Committee Investigating Unamerican activities to determine if there is any basis for the Committee charge that Transradio Press has any illegal connection with German propaganda efforts.

In the White Paper, released by Committee Chairman Martin Dies, it was charged that Transradio was "not only a receiving but transmitting agent of the Transocean News Service". The latter is an official German government agency.

Maj. Murray Comments

It was reported in Toronto that Maj. Gladstone Murray, general manager of Canadian Broadcasting Corp., had said that a ban against Transradio is being seriously considered at Ottawa. At the same time R. P. Landry, CBC secretary and wartime censor, said that "a recommendation of that kind banning Transradio would come within the power of the corporation. The same accusation (association with a German agency) against Transradio has been made before, [BROADCASTING, July 1] but we have never been able to put our finger on anything definite. This report may supply the link."

Transradio, in a dispatch from Ottawa, quoted Canada's Minister of Munitions and Supply, C. B. Howe, as saying in the Dominion House of Commons that Canadian censors have carefully watched the news service's broadcasts and have found no traces of Nazi propaganda.

Transradio now serves 40 stations in Canada. However, it was reported from Toronto that action to exclude the American news service has been contemplated for some time. This report states that the ousting of Transradio would be accomplished by what is termed a "squeeze" play on the part of the CBC and the Dominion Department of Transport. When CBC commences sending out its own news service (to be purchased from Canadian Press and British United Press) at the beginning of 1941 [BROADCASTING, Oct. 15], it will be made available to all private stations, and the CBC has been hoping, according to this report, that these stations will take it to the exclusion of Transradio. However, the CBC news service will not be open to sponsorship, and private stations which have continued their contracts with Transradio have supplementary agreements with BUP to go into effect should Transradio be banned in Canada.

The Board of Governors of the Canadian Broadcasting Corporation adjourned Nov. 27 after a two-day session devoted to news service matters. Before adjourning, the Board appointed a committee to continue consideration of the news service problem with particular reference to Transradio's position which was set forth fully when Transradio's president, Herbert Moore, appeared before the Board.

AFTER 17 YEARS as a daylight station, KFBI, Wichita, about December 8 begins full time operation with 1,000 watts night and 5,000 watts day, from this ultra-modern building. Managed by K. W. Pyle, KFBI was moved last April from Abilene. About $15,000 has been spent for additional equipment, including 254-foot Blaw Knox towers, RCA phasing equipment and Western Electric phase monitor. Engineering was under direction of Earl Cullum, Dallas consulting engineer.

There's Only ONE Santa Claus

And there's ONLY ONE radio station that blankets the Nation's 17th largest market

that's **WGBI**

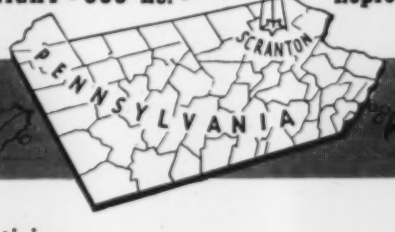
Treat yourself to a lot of Christmas cheer with an advertising schedule over WGBI. Christmas cheer... because WGBI is the station in the nation's 17th market that can do a happy job for your product. You see, WGBI is the *only* regional or clear channel station serving the 652,000 persons in the Scranton—Wilkes-Barre Market. It's the *only* station heard throughout this market. A searching study by Daniel Starch and Staff revealed that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county stay tuned to WGBI.

A CBS Affiliate **WGBI** SCRANTON, PA.

SCRANTON BROADCASTERS, Inc. *Frank Megargee*, Pres.

1000 WATTS DAY • 500 WATTS NIGHT • 880 kc. •

Represented by JOHN BLAIR & CO.



District Courts Get Jurisdiction In Station Sales

Supreme Court Specifies New Procedure for Appeals

BROADCAST station owners seeking relief from adverse rulings of the FCC having to do with voluntary assignments of their licenses henceforth must go to Federal District courts rather than the U. S. Court of Appeals for the District of Columbia. This was the finding of the Supreme Court of the United States Nov. 25, in an opinion delivered by Justice Felix Frankfurter, upholding the FCC's refusal to sanction the transfer by lease of KSFO, San Francisco, to CBS.

The decision, which involved only the question of jurisdiction, reversed the Washington appellate court, which had held that it could review FCC decisions in transfer cases. It marked the first victory in the Supreme Court for FCC General Counsel Telford Taylor since his appointment last May.

It Came in a Hurry

Acting with almost unprecedented speed, the Supreme Court heard oral arguments on the case Nov. 15 and handed down its opinion ten days later. Mr. Taylor argued the jurisdictional question for the Government, with Duke M. Patrick representing CBS. KSFO did not participate in the proceedings, although it was a direct party before the FCC and the lower court.

While the opinion presumably leaves open procedure whereby CBS and KSFO could carry the case to the Federal Court for the Fifth Circuit, in New Orleans, there was no inkling from either party that they intended to pursue the litigation.

The proposed lease arrangement was entered into in 1936, for a five-year period. Since virtually all of that time has elapsed and since CBS has disclosed plans to make KQW, San Jose, its San Francisco affiliate [BROADCASTING, Nov. 15], it is thought the litigation probably will be dropped, insofar as the network is concerned. The arrangement contemplated annual payment of $25,000 per year to KSFO, plus a percentage of earnings, and also contained a reversionary clause which the FCC held improper in denying the KSFO-CBS application.

The Supreme Court's ruling is destined to have an immediate effect on several appeals involving transfer cases now pending before the Washington Appellate Court. That court has withheld action pending the highest tribunal's ruling in the KSFO-CBS case. Among the transfer applications now pending and likely to be dismissed are those involving WAPI, Birmingham, in which CBS is a party; transfer of WLBZ, Bangor, Me., to Congress Square Hotel Co., Portland; and the KSFO case. It is expected that promptly following dismissal the appellants in the Washington court immediately will seek jurisdictional review of the FCC denials in the appropriate statutory three-judge courts.

The Frankfurter opinion, after analyzing the appellate provisions of the statute and the Congressional debates relating to their enactment, held that proper recourse should be in the Federal District Courts, rather than in the Washington tribunal. He pointed out that under the specific language of the Act, only five types of appeals may be carried to the District of Columbia Court—from an order of the FCC granting or refusing an application and CP's, or license; for renewal of an existing license; for modification of an existing license; suspending a radio operator's license. By inference, he held that appeals of all other types of orders must be carried to the district courts.

PIGGIE-BACK ride around the block was won by Al Yohe, Denver amusement park official, in an election bet with Howard Johnson (bottom), of KLZ engineering staff.

Plug for Radio

ONE MORE Government agency singing the praises of radio service is the Wage & Hour Division of the Labor Department. Col. Philip B. Fleming, administrator of the Division, on Nov. 27 cited to BROADCASTING the "splendid cooperation" secured from stations all over the country in publicizing the inception of the 40-hour week late in October. Some time before the Oct. 24 switch from a 42 to a 40-hour maximum workweek basis, in compliance with the Fair Labor Standards Act, wage-hour field representatives arranged with stations to carry spot announcements calling attention of employers to the coming change.

Fair and Complete Election Handling By Radio Draws Chairman Fly's Praise

TRIBUTE to the broadcasting industry for its impartial and comprehensive handling of the political campaigns, climaxed by its election day broadcasts, was paid Nov. 26 by FCC Chairman James Lawrence Fly in an address over NBC-Blue.

Describing the job as "well done", Chairman Fly contrasted the radio technique to that of newspapers. He alluded to the "acrimony and bitterness which prevailed among newspaper commentators and editorial writers", while radio commentators on national networks and local stations "generally preferred dispassionate, analytical discussions". Radio, he said, has gained ground on other media of information, which he said "have hardly held their own".

Industry Scrupulous

"The right of people to have radio used for the communication of information and exchange of ideas, fairly and objectively presented, has been recognized by the broadcasting industry not only in theory but in practice," Chairman Fly said. "I can tell you that by far the greater part of the industry is becoming scrupulous in its attempts to carry that idea forward.

"It is true that differences of opinion may arise as to just how far that approach should be taken. Should commentators be permitted to peddle their sponsors' views under the guise of news commentary? Should news reporters be permitted to inject their own or their sponsor's views into ostensible factual reporting? But those are at present subsidiary matters. The important thing is that the basic principle of objectivity has been accepted and placed into practice. Today the adoption of an editorial policy by a licensee of a broadcast station is virtually unknown."

"Let me make it clear that what I am talking about is not mere idealism; the facts I have in mind represent the actual functioning of a great practical machine. Through the practical application of idealism in the administration of this country's broadcasting system we now can see important, practical, concrete results. Radio has, indeed, become a cornerstone of the democratic system. In the past few months we have seen its achievements grow in reporting news daily and from hour to hour, in carrying frequent debates on controversial issues and more especially, in its conduct of the political campaigns."

Chairman Fly described the policy of impartial use of radio facilities as "the democratic system at its best". To radio, he said, much credit must be given for its part in stimulating the largest vote in the country's history.

Election Returns Cited

Perhaps the outstanding service which radio performed was "its complete and timely broadcast of election returns", Mr. Fly declared. Before some voting units in the western States had been closed "the radio had announced the partially complete election returns of some eastern States," he observed. Competent vote analysts kept the public informed on their views on trends, minute by minute, and before midnight—a few short hours after most polls closed—station after station carried the news of the election outcome."

In introducing Chairman Fly to the network audience, NAB President Neville Miller pointed it was just 20 years ago, on the occasion of the Harding-Cox election, that returns were broadcast for the first time.

During those two decades, he pointed out, radio has made steady improvement and has rendered a public service to the American people by bringing to the electorate the issues as presented by the principal candidates in their own words.

CHERNOFF DIRECTS KENNEDY STATIONS

APPOINTMENT of Howard L. Chernoff, assistant general manager of the West Virginia Network, as managing director of the station group and of WCHS, Charleston, was announced Nov. 29 by John A. Kennedy, president and general manager. Stations in the group are WCHS, WPAR, Parkersburg; WBLK, Clarksburg, and WSAZ, Huntington.

Mr. Chernoff

Mr. Chernoff originally was employed as advertising manager of the Clarksburg Publishing Co. in 1936, coming from Mansfield, O., where he had worked on newspapers in that city and in Lorain. In 1938 he was transferred by Mr. Kennedy from the newspaper to WCHS as assistant general manager. Later he became assistant general manager of the network operation, holding that post until his elevation to the managing directorship.

With the appointment Mr. Kennedy disclosed that he planned an extended trip through South and Central America during January, February and early March. Accompanied by Mrs. Kennedy, he plans to transcribe a series of interviews and commentaries on Latin American activities, to be broadcast over his stations. The trip will be made primarily by *Clipper*.

Newspaper Properties Disposed of by Kennedy

SALE OF HIS interest in the Clarksburg Publishing Co., publishers of the morning *Exponent*, the afternoon *Telegram*, and the *Sunday Exponent-Telegram*, to the estate of the late Virgil L. Highland, was announced Nov. 21 by John A. Kennedy, president and general manager of the West Virginia Network. The transaction ended extensive litigation involving control of the newspaper properties.

Mr. Kennedy announced the sale would enable him to devote full time to his expanded interests in radio, which are demanding more and more attention. The West Virginia Network includes WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg, and WSAZ, Huntington, the latter owned in partnership with the Huntington Publishing Co.

Birthday Ball Committees Set

G. W. JOHNSTONE, director of radio for the Democratic National Committee, has been appointed a member of the executive committee of the President's Birthday Ball, to be held Jan. 30, 1941, as well as chairman of the radio division for the celebration. He will continue as radio director for the Democrats, maintaining offices both in the New York and Washington headquarters of that Committee. Active radio director for the Birthday Ball Committee is James H. Knox, former radio director for the Florida State exhibit at the New York World's Fair and more recently program director of WFTL, Fort Lauderdale, Fla. Eddie Cantor again will serve as chairman of the "March of Dimes" broadcast campaign.

AMERICAS GREATEST INDUSTRIAL CITY ALSO A LEADING DEFENSE CENTER

War Orders Still Pour In
$14,820,042 Awarded in State Last Week
Forty-seven new defense contracts totaling $14,820,042 were awarded Michigan industries last week, bringing to $522,954,946 the total of Army-Navy production ordered in the State since the rearmament drive began five months ago.
for nearly $75,000,000 worth of aircraft parts to be built for the Douglas Aircraft Co. by three Detroit automobile body plants, and in prospect for 1941 and 1942 are more than $1,000,000,000 worth of orders for sub-assemblies on 24,000 British and American bombing planes.
Largest award of the week just ended was a $6,310,000 order to the Defoe Boat & Motors Works, of Bay City, for four 220-foot mine sweeping vessels for the Navy.
5 TRUCK CONTRACTS
Five contracts totaling $3,536,094 were awarded the Yellow Truck & Coach Manufacturing Co., of Pontiac, for trucks with special bodies and equipment, while a $2,078,815

More Than $500,000,000 in War Orders Alone, Already Allocated to Michigan!

Faster, FASTER, *FASTER* . . . turn the wheels of industry in Detroit! *In addition to* an already highly accelerated program of automobile production, building, tool making and general business activity in the Detroit area, MILLIONS of dollars in defense contracts and war orders are being poured into Michigan. And since Michigan industry so largely centers in Detroit, it is easy to understand what this means in jobs, payrolls, purchasing power, and in *opportunity for advertisers* in this vast market. Particularly, for advertisers who make Station WWJ the key station in their appeal to the buying power homes in this great industrial center. For all surveys show that WWJ leads all other local radio stations in listener interest in the important Detroit area.

Member NBC
Basic Red Network

WWJ

National Representatives
George P. Hollingbery Company
New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

America's Pioneer Broadcasting Station

Industry to Help Market Program

Cooperation of NAB Offered To Defense Organization

COOPERATION of the radio industry with the National Defense Advisory Commission in stimulating market news broadcasts has been pledged by President Neville Miller of the NAB. Mr. Miller recently assured industry cooperation "in the broadcasting of constructive consumer information" in a letter to Miss Harriet Elliott, NDAC member in charge of the Consumer Protection Division.

The NAB pledge of cooperation was announced by Miss Elliott Nov. 22, along with publication of a bulletin, *Local Market News Broadcasts for Consumers*, which is being distributed to State and local defense councils and to civic and service organizations. Miss Elliott urged the use of market news broadcasts as an aid in protecting living standards by helping guide consumer food purchasing, and as a measure to help raise the nutritional levels of the country [BROADCASTING, Nov. 15].

Radio Cooperation

"Radio stations can cooperate with local organizations in the promotion and protection of human welfare in the communities they serve," commented Commissioner Elliott. "Particularly needed are broadcasts concerning foods which protect health, food preparation methods which conserve vital nutritive values, and information on the availability of essential foods. Such services should be provided by government agencies concerned with food products and their distribution."

In his letter to Miss Elliott Mr. Miller stated: "Please be assured of the desire of the NAB to cooperate with your office in every way possible in the furtherance of your program to safeguard our American way of life in the broadcasting of constructive consumer information in directing attention to the ever needed efforts to eliminate malnutrition, and with the Advisory Commission's farseeing effort to strengthen our human defenses, as well as military.

The Commission's bulletin recommends regular local broadcasts that will tell housewives which foods are plentiful and good buys. The information would not deal with specific brands or stores, but with overall food supplies available. It also recommended that State and local defense councils and civic organizations enlist the cooperation of radio stations and arrange with municipal departments of markets, State departments of agriculture, regional offices of the Federal Agricultural Marketing Service, or other appropriate governmental agencies to provide the service.

In addition to suggesting procedures and criteria, the bulletin describes the food market news broadcasts currently furnished consumers by stations cooperating with public agencies in several cities, including Boston, Springfield, Worcester, and Greenfield, Mass.; Laconia, N. H.; Bridgeport, Conn.; Lewiston, Me.; Providence, R. I.; New York; Greensboro, N. C.; Cincinnati and Cleveland, O.; Kansas City; Minneapolis and St. Paul.

Scripps-Howard Radio Promotions

Mr. Howard

Mr. Hanrahan

Mr. Watters

Mr. Westergaard

PROMOTIONS ordered by the board of directors of Scripps-Howard Radio Inc., and announced Nov. 25 by Jack Howard, president, elevate James C. Hanrahan from vice-president to executive vice-president; Richard B. Westergaard, manager of WNOX, Knoxville, to vice-president; Mortimer C. Watters, WCPO, Cincinnati, manager to vice-president.

NOTHING BUT RADIO

Store Uses Entire Budget for Time on the Air

SOME WEEKS ago Salesman S. Earl Wright, of KHSL, Chico, Cal., persuaded a large local grocery concern, Mulkey's Market, to place its entire advertising allocation in KHSL programs and spot announcements. After a month Mulkey's authorized the station to state that "a 32% increase in general business has taken place, a breakdown showing that greatest increases have taken place in departments realizing highest percentage profits to the business".

Lloyd Mulkey, manager of the concern, declared: "You'll never again have to sell me on the value of radio advertising. I will never undertake any selling campaign without allocating the largest part of the available money for broadcasting". The present Mulkey's account on KHSL includes two quarter-hours daily, six days a week, and five announcements a day seven days a week. The contract is for 52 weeks.

KGFW-WCLS Transferred

LLOYD C. THOMAS, former general manager and part owner of WROK, Rockford, Ill., and onetime NBC executive, on Nov. 26 was authorized by the FCC to purchase 51% of the stock of KGFW, Kearney, Neb., for $6,500. He already owned 49% and is now managing the station. He purchased the stock interests of Kenneth Dryden, Edith McKean and Dora Brown. The same day the Commission authorized Walter Ashe, owner of a St. Louis radio supply house, to acquire WCLS, Joliet, Ill., from Robert W. Thomas, administrator of the estate of the late L. W. Wood.

Peace Buys Into WMRC

A DEAL whereby Roger C. Peace, operator of WFBC, Greenville, S. C., will purchase 49% interest in WMRC, Greenville, has been made by Mr. Peace, who is also publisher of the *Greenville News* and *Piedmont*. WMRC was authorized for construction last July, and recently went on the air. It operates with 250 watts on 1500 kc. It is managed by Wayne M. Nelson, formerly chief owner of WMFR, High Point, N. C., who recently sold out his interest in that station.

Texaco Met Plans

TEXAS Co., New York, which will sponsor the Saturday afternoon opera broadcasts by the Metropolitan Opera Co., starting Dec. 7, has announced it will use 131 NBC-Blue stations for the programs, which were purchased on a package basis for $250,000. As in the past the operas will be broadcast to Latin America, this year to be sponsored by Texas Co. at the regular commercial rate set by NBC's International Division. They will be shortwaved on NBC's shortwave stations WRCA and WNBI, with Llopis de Olivares, NBC Spanish announcer, reading the commercials. Announcer for the programs in the United States will be Milton Cross. Agency is Buchanan & Co., New York.

CALL letters assigned by the FCC to recent new stations are: WITH, Baltimore; KEYS, Corpus Christi, Tex.; WDBC, Escanaba, Mich.; WLAG, LaGrange, Ga.; KWIL, Albany, Ore.; WBTA, Batavia, N. Y.; WISH, Indianapolis; WHYN, Holyoke, Mass.

Animated Doodle

NOT a device for rebuking of recalcitrant children is this animated doodle. Instead it's a three-dimensional sketch by Vic Van der Linde, of the sales staff of WNEW, New York. Subject of the sketch, who wasn't present at its conception, is Herman Bess, WNEW vice-president in charge of sales. Van der Linde little realized he had created a masterpiece until Jack Banner, WNEW art critic, perceived its extensive publicity potentialities.

ADVERTISING STUDY IS BEGUN BY RMA

WITH appointment of a special committee on advertising, headed by John S. Garceau, advertising and sales promotion manager of Farnsworth Television & Radio Corp., Fort Wayne, the Radio Manufacturers Assn. is undertaking a voluntary cooperative review of radio industry advertising. The nine-man committee, composed of leading advertising and sales promotion managers, will survey industry advertising and establish desirable, ethical and technically correct advertising standards and practices, acording to a Nov. 20 RMA announcement. The first meeting of the committee is to be held early in December, with other meetings planned every sixty days.

The work of the RMA committee on advertising will be entirely on a voluntary and cooperative basis, it was pointed out, and will not conflict with any other agency or action of any individual company. Its function is predicated on the broad objective of having the industry itself develop proper advertising practices to avoid possible criticism of the public, Better Business Bureaus and Government agencies. The group will have the advice and assistance of the RMA engineering department in developing technically correct advertisements. Development and recommendation of RMA advertising standards, similar to the functions of the RMA in establishing recommended engineering standards and practices through the RMA engineering department, is planned.

Members of the committee on advertising, appointed by Chairman Paul V. Galvin, of the RMA Set Division, includes:

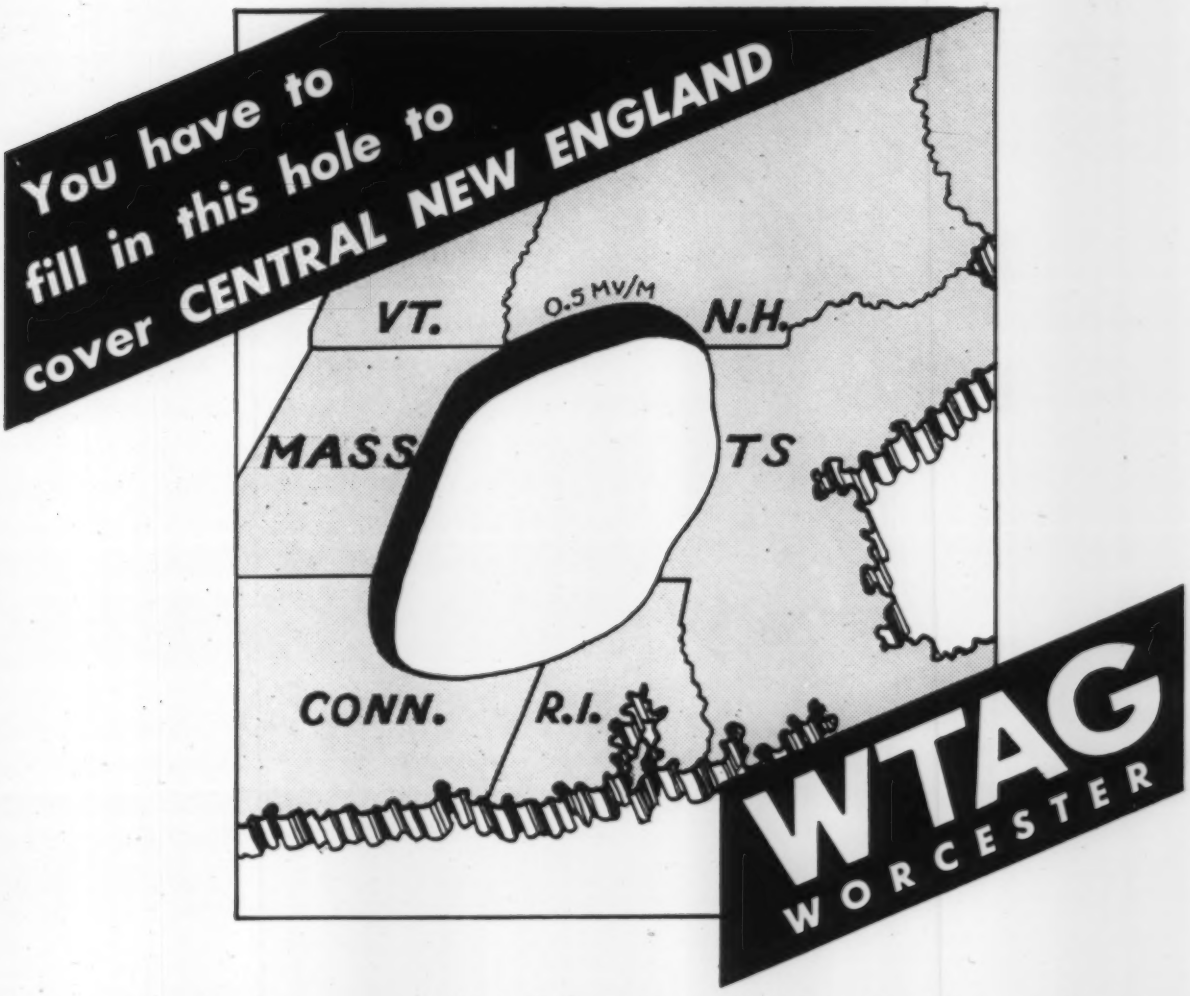
John S. Garceau, Farnsworth Television & Radio Corp., Fort Wayne, chairman; Clifford C. Dewees, Stewart-Warner Corp. Chicago; P. G. Gillig, Emerson Radio & Phonograph Corp., New York; P. F. Hadlock, General Electric Co., Bridgeport, Conn.; Victor A. Irvine, Galvin Mfg. Corp., Chicago; Thomas F. Joyce, RCA Mfg. Co., Camden, N. J.; L. Martin Krautter, Crosley Corp., Cincinnati; Lee McCanne, Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y.; Sayre M. Ramsdell, Philco Corp., Philadelphia.

Candicod Drive

STANDARD VITAMIN CORP., New York (Candicod) started its annual winter campaign in November for its line of vitamin chocolates. Participations on women's programs at seven stations in Pennsylvania and New York is being used for 13 weeks, with 23 live announcements weekly a total of 299. The campaign may be renewed 13 weeks on WCAU and at least one other station added. Stations participating in the current campaign include KDKA, WHEC, WSYR, WBRE, WBEN, WCAE, KYW. Agency is Al Paul Lefton Co., Philadelphia.

Honored by Magazine

FIRST woman to receive the Award of Merit for excellence in broadcasting given by *Movie & Radio Guide* is Mary Margaret McBride, CBS "Columnist of the Air", who conducts a daily program on the network under sponsorship of Florida Citrus Commission, Lakeland, Fla.



Your New England radio schedule is subject to a major omission if your plans call for a hole instead of **Central** New England. Only one station will fill in this hole — WTAG, Worcester. The listening habits of its million people, well and amply tested, prove that Central New England keeps tuned to WTAG. Details of the Central New England market are yours for the asking.

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

NBC to Start Regular Pickups By Stations in Latin America

Shortwave Programs to Be Available for Local Sponsorship; Royal to Direct New Service

ARRANGEMENTS for NBC's shortwave broadcasts in Spanish and Portuguese to be picked up and rebroadcast by local stations in Central and South America have been announced by Niles Trammell, NBC president. The new set-up will be directed by John F. Royal, vice-president in charge of international relations.

Under the plan, which becomes effective Jan. 1, 1941, certain programs will be made available for local sponsorship, Mr. Royal stated, providing the Latin American broadcasters with an opportunity to increase their revenue as well as with a sustaining program service.

Also contemplated are straight commercial programs, broadcast on shortwave under the sponsorship of United States advertisers doing business in Latin America and rebroadcast by the local stations with cut-in commercials for the individual dealers and agents of the sponsors in the various cities in which the programs are rebroadcast. Another angle of the plan involves the distribution of transcriptions to the Latin American stations as a supplementary service to the direct pickups.

Unity of Americas

"Our chief purpose in this extension of our service to Latin America peoples," Mr. Royal said in explaining the announcement, "is to speed the development of Pan-American solidarity. Unity of the Americas in this hour of crisis must depend very largely on the initiative taken by the United States. The desire for unity must not be a matter of the moment, but should be planned for a long time.

"Radio has been incomparably effective in promoting a sensitive and cordial feeling among our own people. Properly and intelligently used, radio can also multiply the goodwill of the peoples in the 20 other American republics toward the United States. Our new service will be one to foster understanding of American aims and policies and our way of life, and it will not be used to plant seeds of distrust toward any other nation."

While NBC's present shortwave program schedule will undergo a major revision to adapt itself to the schedules of the Latin American stations cooperating in the plan, news will continue to be the backbone of the service, Mr. Royal stated. Compiled from the reports of the American news services, these broadcasts treat the news in a strictly objective manner and are broadcast regularly on the hour in 15-minute periods. Other programs will continue to be built especially for the Latin American audience, with only a few of NBC's domestic network programs put on the shortwaves. These latter will include the programs of the NBC Symphony Orchestra under the direction of Toscanini and other noted conductors and the Metropolitan Opera broadcasts, which the Texas Co. sponsors both in the United States and by shortwave.

The rebroadcast plan is not the result of any sudden inspiration, Mr. Royal stated, but has evolved gradually from numerous conversations with Latin America broadcasters over a period of years. He has visited South America twice this year and five times within the past four years, he said, and has made a like number of extended visits to Mexico and Central America. On Nov. 27 he flew to Mexico City where he was a guest of the government at the inauguration of Gen. Manuel Avilla Camacho as President of Mexico. Before returning to New York he expects to travel as far as Guatemala, conferring with both broadcasters and government officials.

Plans New Trip

Mr. Royal is also tentatively planning another South American trip to be made early next year, probably in February. This visit would give him a first-hand view of the way the rebroadcasting plan is working out and to discuss with local broadcasters methods of improving and expanding NBC's program service for them.

Asked how many Latin American stations were expected to pick up NBC's programs for rebroadcast, he said the number would vary from program to program, just as the number of NBC affiliates carrying network sustaining programs varies. Also, the number is apt to be small at first, perhaps 35 or 40 stations, he said, and to grow as the service becomes better adapted to their needs, with a maximum of about 150 stations. The time element enters into the South American situation as much or more than in the United States, he explained, and of course a chance to commercialize any program would also make a difference.

"We are feeling our way on the commercial angle," Mr. Royal explained, "and we don't know just how far we can go with it, but it seems logical that we can get a great deal more cooperation from the Latin American broadcasters if we make it possible for them to make a little money. Furthermore, for the international advertiser the ideal set-up is shortwave plus local rebroadcast.

"First of all, the local rebroadcasts will greatly increase the size of the audience, doubling or redoubling the number of Latin American listeners. We know from domestic experience that many times more Americans listen to foreign programs when they are rebroadcast on our networks. That holds true for Spanish and Portuguese speaking people, too. They rely chiefly on their local stations whose programs are printed in the newspapers. Getting those listings for our international broadcasts is not the least important part of the new arrangement.

Local Situation

"The rebroadcast plan also enables the advertiser to strengthen his distributor and dealer organization in Latin America by allowing them to place some local advertising while maintaining control of the program material at home. When they can buy rebroadcast time on the stations in their own territories, then they have a different viewpoint.

"This is not entirely a new idea," Mr. Royal continued. "Our broadcast of the Louis-Godoy fight last February was picked up by 133 Latin American stations, who rebroadcast the ringside descriptions given in Portuguese and Spanish by NBC announcers. The shortwave broadcast was bought here by Standard Oil and in South America the different divisions and subsidiaries of Standard Oil bought the rebroadcasts for their respective countries for distribution, with cut-in commercials.

New Stations Near Completion

"Then the last Louis-Godoy fight was bought by a local manufacturer of headache tablets down there, who took it and rebroadcast it after receiving it by shortwave broadcast from New York. With our new transmitters in operation all of our shortwave service for Latin America will be within easy reach of every broadcaster from Havana to Buenos Aires."

Construction on the new transmitters of WNBI and WRCA, NBC's shortwave stations at Bound Brook, N. J., which have been granted power increases to 50,000 watts, is nearing completion, Mr. Royal said, with one expected to begin operation about Dec. 15 and the other within the following month.

WHEN Paul Neal, staff member of WBNS, Columbus, O., recently became the father of a 7-pound son, he also became winner of many a wager. To facilitate collection of the bets he rigged up this portable cashier's window, worn jumper-fashion over the shoulders, and roamed through the station offices. Losers paid with a smile as they took in the vital statistics chart and other symbolic features of the mobile unit. Another WBNS man, Engineer William Needs, also became the father of a girl recently.

Francisco Favors Creation of Bureau To Coordinate Hemisphere Broadcasts

EXPLORATORY studies looking toward creation of a central bureau to coordinate radio programming activities of the 21 Pan American nations, under industry auspices, would be welcomed by the Nelson A. Rockefeller Board on Cultural Relations Between the American Republics. This view was expressed Nov. 27 by Don Francisco, former president of Lord & Thomas, a member of the Rockefeller Coordinating Committee on Communications.

Such a development, Mr. Francisco told BROADCASTING, should expedite inter-change of programs among the Pan American nations and tend toward cementing of relations with the sister republics in this hemisphere. Mr. Francisco leaves Washington Dec. 13 for an extended tour of South American nations and said he would sound out sentiment on such a project.

Meanwhile, John F. Royal, vice-president of NBC in charge of new activities and developments, prior to his departure for Mexico City Nov. 27 said he was heartily in favor of such a project. He pointed out it might readily be patterned after the International Broadcasting Union, maintained by broadcasting administrations of Europe prior to the war with headquarters in Geneva. This organization, he pointed out, arranged inter-change of programs among the European nations and with this country and also served as a clearing house for technical, legal and other matters pertaining to European broadcast allocations.

While in Mexico to attend the inauguration of President-elect Camacho, Mr. Royal probably will discuss such a project with leading Mexican broadcasters. Emilio Azcarraga, president of the Mexican Assn. of Broadcasters, has evinced an interest in such a plan. Mr. Royal will return to this country Dec. 13, but contemplates a trip to South America next spring. It is expected he will explore the reactions of South American broadcasters at that time.

Should such an organization be decided upon, it probably would be headquartered in a centrally-located country, Cuba or possibly Panama. The Pan American Union is headquartered in Washington but a Spanish-speaking nation is favored.

Following the North American Regional Broadcast Conference in Havana in latter 1937, at which the so-called Havana Treaty was drafted, an inter-American radio office was formed by Dr. Armando Mencia. This office, it is understood, has operated on a restricted basis and possibly might fit into the new project.

Treet Adds for Spots

ARMOUR & Co., Chicago (Treet), on Nov. 25 started six weekly one-minute announcements for 13 weeks on WOOD, Grand Rapids, Mich. In addition, the firm added WXYZ, Detroit, and KRNT, Cedar Rapids, to its list of stations carrying the thrice-weekly transcribed musical program *Your Treat*. Lord & Thomas, Chicago, handles this account.

5515 MELROSE AVENUE, HOLLYWOOD, CALIFORNIA

NEW STUDIOS FOR DON LEE

After December first, Don Lee will be "at home" in one of the finest studios ever built for radio. This expansion is necessitated because of the heaviest commercial schedule in thirteen years of Don Lee Network operation. More than twenty-four hours of Pacific Coast commercial programming will originate in these studios each week, in addition to a generous schedule of local commercials for KHJ release, as well as sustaining features embracing all forms of entertainment and cultural broadcasting for the network.

This new $500,000 structure will include three auditoriums for audience shows, special newsrooms for newscasting with A.P. and INS service, two small studios for Don Lee's famous one-man shows, make-up and dressing rooms, and one of the finest music libraries in existence – 25,000 specially arranged tunes, many written for the Don Lee organization by the world's outstanding musicians. Executive offices will occupy the main structure. A separate building of 28 offices will house the production and engineering staffs.

You are cordially invited to make our headquarters your headquarters when in Hollywood.

MUTUAL DON LEE BROADCASTING SYSTEM

5515 MELROSE AVE., HOLLYWOOD, CALIF.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
JOHN BLAIR & CO., NATIONAL REPRESENTATIVES

THE NATION'S GREATEST REGIONAL NETWORK

START of her second 52 weeks of broadcasting the thrice-weekly quarter-hour *Hedda Hopper's Hollywood* on 40 CBS stations under continued sponsorship of California Fruit Growers Exchange (Sunkist oranges and lemons), was celebrated by a luncheon in her honor. Toasting Miss Hopper (center) with orange juice are (l to r) Don Belding, Los Angeles vice-president of Lord & Thomas, agency servicing the account; Donald W. Thornburgh, CBS Pacific Coast vice-president; Paul S. Armstrong, general manager of California Fruit Growers Exchange; William Beatty, vice-president of the Exchange; Russell Z. Eller, advertising director of that cooperative organization, and Thomas McAvity, newly-elected vice-president and radio director of Lord & Thomas.

Mme. Yolanda Mero-Irion Re-elected as Head of Women's Radio Comm.

WOMEN'S NATIONAL RADIO Committee, at its annual meeting in New York Nov. 18, re-elected as chairman Mme. Yolanda Mero-Irion, founder of the organization. Among other officers elected were: Mrs. Marion M. Miller, director of education of United Parents Assn., as first vice-chairman, and Miss Edith Lowry, executive secretary of the National Committee of Church Women, as second vice-chairman.

At the meeting Mme. Mero-Irion announced the WNRC survey contemplated for 1941 to determine the musical tastes of America's radio listeners. Through this, she stated, the Committee will try to discover whether the limited percentage of serious music on the air is dictated by the actual inclinations of radio audiences, or whether it results from a misinterpretation of radio taste on the past of the sponsors.

To gather this information the WNRC will question its member organizations as well as a large group of musical and non-musical radio listeners. In closing her report, Mme. Mero-Irion commended NBC, CBS and Mutual, and WQXR, New York, for the fine sustaining musical programs they offer and expressed her conviction that "sponsors might emulate their example with both prestige and profit to themselves."

Polish Audience Hears Repeats of Lever Show

FOLLOWING an unusually large volume of complimentary letters from Polish leaders and Polish-American listeners to the "We Americans" episode in the *Big Town* series presented Oct. 9 on CBS, Lever Bros., Cambridge, Mass., sponsor of the program for Rinso, placed special transcribed versions of the show on nine foreign-language stations in areas with large Polish populations.

The program, which dramatized the patriotic history of the Pulaski Family in the United States, was rebroadcast twice by each of the nine stations on different days between Nov. 16 and Dec. 1. Stations were: WGES, Chicago; WHOM, Jersey City; WBRE, Wilkes-Barre; WEMP, Milwaukee; WWSW, Pittsburgh; WJBK, Detroit; WPEN, Philadelphia; WCOP, Boston, and WHLD, Niagara Falls. Agency is Ruthrauff & Ryan, New York.

Video Committee Busy in Experiments; GE Demonstrates Colored Television

WORK of the National Television Systems Committee is progressing satisfactorily toward its goal of establishing a set of television standards, according to Dr. W. R. G. Baker, manager of the General Electric radio and television department and general chairman of the NTSC, which was organized last summer under the auspices of the Radio Manufacturers Assn. with the approval of the FCC.

Four of the nine panel groups comprising the NTSC are expected to make their reports at the next general meeting of the committee, tentatively scheduled for Dec. 12, Dr. Baker said. The remaining five panels will submit their reports at a subsequent meeting between Dec. 20 and the first of the year.

Tests in the Field

Describing the committee, with its 168 individuals from 41 separate companies, as a splendid example of industry cooperation among the various companies and with a Federal Agency, Dr. Baker predicted the result will be a fine working arrangement permitting television to progress in a unified and orderly manner. The NTSC will appear before the FCC Jan. 27 to report on the status of the art as indicated by the results of its experiments in the various components of transmission of sight and sound.

Declining to discuss the work of individual panels at this stage, Dr. Baker explained that in some instances work has been delayed by the large number of field tests, some of which are still in progress. The facilities of Du Mont, Hazeltine, Philco, RCA and GE have all been utilized in these tests, he stated. Very elaborate tests have been made in the use of FM broadcasting in both synchronization and sound sections of channels and there have also been extensive tests on the various systems of synchronization, he said.

Color television has been the subject of intensive study, he continued, stating that the GE station had been off the air for some time to devote itself to experiments in this field. Comparative tests of transmission with vertical and horizontal polarization will be used not only in television, he said, but also in determining the most satisfactory method of polarization for FM sound transmission.

The GE system of bichromatic color television, a mechanical color-disc method similar to that recently developed by CBS, was demonstrated in Schenectady Nov. 20 to visiting NTSC members and Commissioner George H. Payne, of the FCC. The demonstration, arranged by Dr. E. F. W. Alexanderson, GE scientist, was held in his home where he had installed a standard receiver equipped with a two-color 24-inch revolving disc about a foot in front of the cathode ray tube. Dr. Alexanderson explained that synchronized color wheels at the GE Schenectady transmitting studio and the receiver resulted in "realistic colors" in the broadcast image. The color wheel, with a transparent field of orange-red and greenish-blue segments, revolves at a speed of 1,800 rpm.

"In our early experiments we tried both two and three-color discs," Dr. Alexanderson commented. "With two colors and a disc speed of 1,800 rpm, the same color succeeded itself 30 times per second. With three colors, they succeeded each other 20 times per second, producing a color flicker. So that is why we decided upon the two colors for the present. We found it did not detract much from the three-color picture. This gives very good results without flicker, and we feel it is most practical with standard commercial receivers.

Dr. Alexanderson emphasized the Nov. 20 demonstration was of an experimental nature and that GE has no plans for introducing color to its television programs for the present. During their Schenectady visit the NTSC members also visited GE's new Helderberg Mountain FM station, which started regular program service that day.

Canada Dry Spots

CANADA DRY GINGER ALE Co., New York, which sponsored NBC's *Information Please* program from October, 1938, until November of this year, is starting thrice-weekly participations on home economics programs in a few selected markets. Programs used will be *Marjorie Mills* on the Yankee Network, *Laura May Stewart* on WCAU, Philadelphia, *Featured Foods* on WLS, Chicago, and as yet unselected programs on WJR, Detroit, and KSTP, St. Paul. Campaign will begin on various dates throughout December. Agency is J. M. Mathes, New York.

Television Types Subject to Tests

NBC Retaining Methods for Guidance of Committee

ENGINEERING tests in television transmission with various types of synchronization and by both amplitude and frequency modulation are being conducted by NBC in cooperation with the National Television Standards Committee, which will make its first report on progress toward achieving standardized television transmission techniques to the FCC late in January.

Illustrative of the way in which competing companies are subordinating individual interest for the common welfare in television's advancement, the current experiments at NBC on synchronization include transmission by the regular RMA method, by a new type based on RMA methods and by the Du Mont system, which is quite different.

Systems Rotated

Test patterns are broadcast by each system in rotation, with five minutes allotted to each type, followed by rotation in 30-second intervals so that the effect of any interference factor such as a truck passing or similar interference might be noted on all three types of synchronization. At receiving points from 10 to 85 miles from the transmitter three receivers, each designed for the best possible reception of each type of synchronization, enable observers to check comparative results.

In the FM-AM experiments the two transmission systems are alternated at both long and short intervals, with both picture and sound transmission by both methods. R. M. Morris, NBC development engineer in charge of the experiments, refused to discuss the results to date, stating that NBC was conducting them at the request of the NTSC and that any reports would have to come from the committee.

One Year of Television Reviewed in NBC Book

REVIEWING television's first year of regular, scheduled program service, NBC has published a 48-page illustrated book which effectively traces NBC's progress in establishing visual broadcast service. The book, *Television's First Year*, covers everything from a chronological review of the development of visual broadcasting to lists of the various types of programs transmitted on W2XBS, NBC television station serving the New York area.

Illustrations include a series of 19th Century sketches by Albert Robida, well-known caricaturist of that period, projecting impressions of what visual broadcasting might be like. Contrasted against these impressions are photographs of actual equipment, programs and personalities of television in 1940. The program reviews cover a multitude of subjects, from sports broadcasts to opera, parades to circuses, educational and dramatic features. Also included are lists of artists appearing on NBC television programs and national and local advertisers who have presented television programs.

Strawbridge & Clothier May Dispose of Interest In WFIL to Lit Bros.

NEGOTIATIONS looking toward sale by Strawbridge & Clothier, Philadelphia department store, of its 50% interest in WFIL to Lit Brothers, already half-owner of the station, are reported under way. While no confirmation could be obtained, it is understood that an application for the transfer will soon be filed with the FCC.

Prior to 1934 Strawbridge & Clothier operated WFI while Lit Brothers operated WLIT, then sharing time on 560 kc. Negotiations initiated by Samuel R. Rosenbaum, Philadelphia attorney and industrialist, resulted in the consolidation of these two stations as WFIL, with Mr. Rosenbaum himself heading the then newly-created WFIL Broadcasting Co.

Should the new transaction, giving Lit Brothers 100% ownership of the station, be consummated, it is assumed that Mr. Rosenbaum would retain his present post as would substantially all members of the station staff.

Westinghouse Stations Shifted to Subsidiary

TRANSFER OF licenses held by Westinghouse Electric & Mfg. Co. to its radio subsidiary, Westinghouse Radio Stations Inc., is sought in applications filed with the FCC Nov. 27. The applications involve standard broadcast, international broadcast, relay and other licenses now issued to the parent company.

Simultaneously, applications were filed by Westinghouse for new FM stations in Boston, Springfield, Mass., Philadelphia, Pittsburgh and Fort Wayne, to parallel present standard broadcast stations operated in those cities.

New Fan Publication

A NEW radio fan publication, *Radio Weekly*, will make its bow Dec. 21, published by Darrell V. Martin, veteran Pittsburgh radio editor. It will start with 3,000 circulation, according to Mr. Martin, and its distribution will be concentrated at first in three States. Mr. Martin will also be editor. He has served since 1923 successively with the *Gazette Times*, *Chronicle Telegraph*, *Sun-Telegraph* and *Post Gazette* in Pittsburgh as radio editor.

New Radio Checking Service

RADIO spot-checking service has been established for advertisers and agencies by Burnett & Brenner & Egert, New York, independent nationwide market research agency. Working through resident investigators the service is flexible enough to check, over any number of stations, one announcement per week over each station, all the spots given on a single day over each station, or all the announcements given for a full week over each station. The service reports whether or not the announcement was made, and, if given, the exact time it started; rates the announcer's delivery, pace and enthusiasm; checks the spoken word against the script, reporting background or station noises; names sponsors preceding and following programs; checks whether the advertiser has the spot exclusively or shares it with another advertiser.

THE LATEST IN ENGINEERING

Ohio State U Conference, Fourth of Its Kind, To Cover Progress During Past Year

By LYNNE C. SMEBY
NAB Director of Engineering

THE TECHNICAL outlook for FM broadcasting and television will highlight the fourth annual Ohio State Broadcast Engineering Conference, to be held Feb. 10-21 at Ohio State U, Columbus. Tentative plans for the agenda were announced Nov. 19 by Dr. W. L. Everitt, director of the OSU conference.

Dr. Everitt

The Third Conference, held in February this year, was attended by 248 engineers from 35 states. Each conference period is two hours long, of which 1½ hours is devoted to a formal lecture on the subject, and 30 minutes to informal discussion. Although the lectures are conducted under conditions similar to college classroom work, the subject matter bridges the gap between purely academic presentation and practical application. NAB was happy to participate in the Third Conference and is officially cooperating in the coming Fourth Conference.

List of Instructors

Each conference has grown in attendance and the February meeting should be no exception. Among the outstanding men assembled as instructors or speakers for the Fourth Conference are E. K. Jett, FCC chief engineer; A. D. Ring, FCC assistant chief engineer in charge of broadcasting; Harvey Fletcher, Bell Telephone Laboratories; Edwin H. Armstrong, inventor of the Armstrong wide-band FM system; W. R. G. Baker, director of engineering for the Radio Manufacturers Assn.; Peter G. Goldmark, CBS chief television engineer.

Mr. Jett will address the conference on "Communications in National Defense". Although Mr. Jett is bound to secrecy on many phases of his subject, his topic promises to be of extreme interest.

One of the outstanding sessions of past conferences has been the "General Discussion and Question Box" conducted by Mr. Ring, covering engineering regulation problems. A year has brought many new regulatory problems, such as the North American Regional Broadcast Agreement shifts.

In connection with claims made for FM, the talk by Mr. Fletcher on "Hearing Determines the Fundamental Requirements of High-Fidelity" should be of interest. Mr. Fletcher has conducted many research projects at Bell Laboratories on the characteristics of the human ear and is well qualified to handle this subject. Seven sessions on FM have been scheduled. These will be conducted by Major Armstrong.

Work of the National Television Standards Committee will be covered by Chairman Baker. Since the work is to be completed by conference time, Mr. Baker may discuss the formulated standards.

Color television has recently come into prominence, and Dr. Goldmark will discuss the color system he has developed for CBS.

Diversified Topics

An interesting addition to the conference will be laboratory periods during which all members will have an opportunity to make the various measurements involved in properly maintaining a broadcast station. These periods will be conducted by manufacturers, who will supply the test equipment and instructors. General Radio Co. and RCA Mfg. Co., among others, have promised to cooperate.

The balance of the program covers topics of timely interest and capable men have been secured to cover them. The complete program will be announced late in December.

With the rapid development of the broadcasting art, engineers have found it difficult to keep up with the swift pace. Dr. Everitt recognized four years ago the need of periodic classroom work to help engineers keep up with their profession and started Broadcast Engineering Conference. The conferences are highly respected by all engineers who have attended.

Dr. Everitt received his E.E. degree at Cornell U in 1922, his M.S. at the U of Michigan in 1926 and his Ph.D. at Ohio State U in 1933. Since 1929 he has been professor of electrical engineering in charge of instruction in communication at Ohio State. He has published a book, *Communications Engineering*, known to most communication engineers and used as a text in about 60 schools. Dr. Everitt has published a number of papers on communication and is a Fellow of the Institute of Radio Engineers and the American Institute of Electrical Engineers.

ENGINEERS of local stations and networks made whoopee at the recent smoker of Los Angeles-Hollywood Chapter, Veteran Wireless Operators Assn. In semi-serious mood during the festivities were (top row, l to r) James H. Brown, NBC relief control supervisor; George Vodra, KFWB engineer; Ray L. Lithgow, CBS engineer; P. S. Wilson, KMTR engineer; H. M. McDonald, KFI-KECA control room supervisor; Carroll Hauser, KMTR chief engineer; Les Bowman, CBS western division chief engineer; (seated), Leroy Bremmer and Hal Styles, secretary and president, respectively of Los Angeles-Hollywood Chapter; and Mort O. Smith, NBC recording engineer.

COMMERCIAL BASIS PLANNED BY KFUO

AUTHORIZED to operate on 830 kc. with 5,000 watts until Denver local sunset under the recent FCC action relieving KSD, St. Louis, of its former time-sharing arrangement, KFUO, St. Louis, operated by the Evangelical Lutheran Synod, is contemplating commercial operation in the near future, according to the Rev. H. H. Hohenstein, station director.

The Rev. Hohenstein advised BROADCASTING that, while no staff changes are yet in view, it is likely that KFUO will start selling time when the new transmitter is in operation, probably after Jan. 1. Heretofore KFUO has operated as a non-commercial outlet, devoting all of its time to broadcasts relating to church activities. The final decision on commercialization will be made at a meeting of the church's board of directors.

American Export Starts Latin Aviation Series

AMERICAN EXPORT AIRLINES, New York, on Nov. 24 started 52-week sponsorship of a quarter-hour program titled *American Aviation*, which is shortwaved thrice weekly to Central and South America on NBC's shortwave stations WRCA and WNBI.

The program, devoted chiefly to telling the story of aviation in North America, also covers the progress made in that field by Latin American countries. It is presented Sunday in Spanish at 8:30 p.m. with Alfredo Barrett, Tuesdays in Portuguese at 7:45 p.m. with Fernando De Sa, and Thursdays at 10:30 p.m. in English with Frank Nesbitt, aviation editor of NBC. Agency handling the account is N. W. Ayer & Son, New York.

RUDY VALLEE, star of the weekly NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest), has started a lecture course on "The Elements of Showmanship" at the U of California at Los Angeles.

June Is Favored For Conventions

NAB 11th District Approves NAB-BMI Music Policy

A PLEA to the NAB Board of Directors that the annual convention be held in early June rather than during the late summer or fall, was made by broadcasters in Minnesota and North and South Dakota, at their district meeting Nov. 15 in Minneapolis.

Adopting a resolution instructing the 11th District Director to advise the NAB Board of the action, the broadcasters concluded that a convention between June 1-15 was the most advantageous time for the industry's annual sessions. The full board meets in New York Dec. 3-4.

In accord with actions at previous broadcasters' sessions, the 11th District members, with some 40 station representatives present, voted their unanimous support of BMI and the NAB in the campaign against acceptance of ASCAP contracts. When the meeting opened, 11 of the stations represented had not signed with BMI. At the conclusion, eight had announced their decision to join and it was believed the other three will follow suit, giving the district practically a 100% membership.

Progress of NAB

A nominating committee headed by Gregory Gentling, KROC, Rochester, Minn., was named to nominate a district director, to succeed E. H. Gammons, general manager of WCCO, Minneapolis, who has served for two terms. The meeting was addressed by C. E. Arney Jr., assistant to NAB President Neville Miller, and Carl Haverlin, public relations director of BMI. Mr. Arney reported on national activities of the NAB and stressed the unit plan for reporting time sales. Mr. Haverlin charted the development of BMI and predicted it would be equipped to handle the industry's music requirements by the Jan. 1 deadline.

Members of the nominating committee, in addition to Chairman Gentling, include E. L. Hayek, KATE, Albert Lea, Minn.; A. A. Fahy, KABR, Aberdeen, S. D.; P. J. Meyer, KFYR, Bismarck, N. D.; E. C. Reineke, WDAY, Fargo, N. D., and Robert R. Tincher, WNAX, Yankton, S. D.

John J. Gillin Jr., general manager of WOW, Omaha, and director of the 10th District comprising Iowa, Missouri and Nebraska, attended the sessions. A meeting of the Committee on Associate Memberships in the NAB, which includes Messrs. Gillin and Gammons, also was held. Attending the District 11 meeting were:

Mr. Hayek; Joseph and Morton Henkin, KSOO and KELO, Sioux Falls; Manny Marget, KVOX, Moorhead, Minn.; Mr. Tincher; G. E. Bruntlett, KOBH, Rapid City, S. D.; Mr. Fahy; Mr. Meyer, KFYR, Bismarck; Gregory Gentling, KROC, Rochester, Minn.; M. H. White, KWNO, Winona, Minn.; Mr. Reineke, WDAY, Fargo; Bert Wick, KDLR, Devils Lake, N. D.; Dalton LeMasurier, KDAL, Duluth, and KFJM, Grand Forks, N. D.; Dr. George Young and Wallace Stone, WDGY, Minneapolis; E. P. Shurick, WLOL, Minneapolis; Mr. Gammons and Carl Burkland, WCCO, Minneapolis; Lee Whiting and Robert De Haven, WTCN, Minneapolis; B. Harland Ohde, KRMC, Jamestown, N. D.; John Boler, KGCU, Mandan, KLPM, Minot and KOVC, Valley City, N. D.

WHEN NBC broke ground Nov. 14 for its million-dollar home in San Francisco, some 75 spades were wielded by staff members and others. Among spaders were girls from the Omar Khayyam restaurant, who represented Manager George Mardikian as president of the San Francisco chapter of Sidewalk Superintendents' Club. A 75-minute program marked the ground-breaking, with prominent officials joining Al Nelson, KPO-KGO general manager, in the elaborate construction ceremonies.

THEY PREFER ADULT PROGRAMS

Study of Child Audience Shows They Listen Only 17% of the Time to Child Programs

SURPRISINGLY adult program tastes for school children are indicated in a U of Missouri doctoral thesis, "Radio as a Factor in the Lives of Sixth Grade Children", by John Price McKay. The study, based on records kept by 1,909 sixth grade pupils over a 14-day period, shows that only 17.2% of the children's total listening time was spent tuning in so-called children's programs. The survey was limited to sixth graders of the white race enrolled in 57 schools within the metropolitan area of St. Louis.

Dr. McKay's study of school children's listening habits, conducted in cooperation with superintendents and principals of participating schools from Feb. 6-19, 1939, is considered unique in its use of student-kept daily listening records rather than interviews with parents or other survey techniques. Each participating student was given a specially prepared booklet containing simple instructions for filling in blanks in connection with lists of programs. Program lists, covering virtually all available daytime network features of interest to juveniles, also included evening variety shows and other programs slanted to primarily adult audiences.

Preferred Listening

Among conclusions based on his study Dr. McKay lists: Children listened to the radio each week about half the amount of time they attended school; Mondays and Thursdays were the most popular "listening days"; 56 programs, or 61.5% of the 91 studied, were broadcast on or after 6:30 p. m. (CST), indicating that attendance at moving picture shows may have had some effect on the amount of time children listened to the radio; types of programs most popular with the group studied were dramas with plenty of motion, variety programs including comedy, music and drama, and audience participation features.

Coordination of break-downs of program preferences as between boys and girls indicated that the five programs most popular with boys also were the five top-ranking features with the girls, although in different order: Boys—*Gang Busters, Lux Radio Theatre, Charlie McCarthy, Jack Benny* and *Big Town;* girls—*Lux Radio Theatre, Big Town, Charlie McCarthy, Gang Busters* and *Jack Benny.*

Of the top 25 in the aggregate list of preferred programs, the survey showed, 21 were common to the favorite program lists of both boys and girls. The four programs on the boy's lists not found in the girls' were *Dick Tracy, Terry & the Pirates, Fred Allen* and *Don Winslow;* while the girls' list included *Kate Smith, Campbell Playhouse* (Orson Welles), *Prof. Quiz* and *Jack Haley's Wonder Show.*

The 25 most popular programs, ranked with respect to the total number of listening hours, were: *Lux Radio Theatre; Charlie McCarthy; Tom Mix Straight Shooters;* news (any broadcast); *Major Bowes Amateur Hour; Dick Tracy; Lone Ranger; Don Winslow of the Navy; Jack Armstrong; Little Orphan Annie; Kate Smith; Campbell Playhouse* (Orson Welles); *Fred Allen; Howie Wing; Gang Busters; Bob Burns; Ozark Varieties; Mr. Keen, Tracer of Lost Persons; Jack Benny; Amos 'n' Andy; Big Town; Captain Midnight; National Barn Dance; Al Jolson; Joe Penner.*

OLD GOLD ACCOUNT SHIFTED TO J-W-T

AFTER 15 years with Lennen & Mitchell, New York, for advertising of all its tobacco products, P. Lorillard Co., New York is shifting the Old Gold division of its account to J. Walter Thompson Co., New York, effective Jan. 1, 1941.

Advertising of all other Lorillard products remains with Lennen & Mitchell, including Sensation and Deity cigarettes, Friends, Union Leader and Briggs smoking tobacco, Muriel cigars, and the new king-size Beech-Nut cigarette. The latter is currently being introduced in the Buffalo and Rochester territory, but no plans for radio or other advertising in further districts have been made.

Old Gold, a million dollar account, first introduced in 1926 and now ranks about fifth in sales. A pioneer user of radio, the account has had either network or spot campaigns on the air since its start. Currently it is sponsoring spots on the *Yankee News* in New England; racing results on WHN, New York; time signals on WQXR, New York; quarter-hour sports programs in Philadelphia; quarter-hour musical programs in Schenectady and Ohio; *Bob Elson* on WGN, Chicago, and sports program in Miami; and the Texas Rangers on the Pacific Coast and via transcription twice weekly in 30 markets.

J. Walter Thompson Co., will announce no plans until January.

Lorillard Spots

P. LORILLARD Co., New York, which started its fall campaign for Sensation cigarettes Nov. 2 with a *Soldier's Quiz* program on Colonial Network, began the remainder of the campaign the week of Nov. 25 with a transcribed series of quarter-hour programs for twice-weekly presentation on 27 stations. The series, purchased from Transamerican Broadcasting & Television Corp. on a package basis, features dramatizations of "Short Short Stories" from *Liberty* Magazine. Stations are: WGY WXYZ WELL WIBM WFDF WJIM WBCM WOOD-WASH WOWO WFBM WHAS KOA WCHS WPAR WBLK WTAR WDBJ WJAX WDBO WDAE WQAM KMOX KWOS KGBX WCCO and WMT. Agency is Lennen & Mitchell, New York.

Gulden Adds 6

CHARLES GULDEN Inc., New York, which is using quarter-hour transcribed variety programs twice weekly together with participations and news on five stations, has added the following six stations to the list, all on varying schedules: KYW, Philadelphia; WBAL, Baltimore; WMAS, Springfield, Mass.; WTAG, Worcester; WEAF, New York, and WSYR, Syracuse. Agency is Charles W. Hoyt Co., New York.

G. Washington Spot

G. WASHINGTON Coffee Refining Co., Morris Plains, N. J., on Nov. 25 joined the list of sponsors for the *Martha Deane* program, conducted on WOR, Newark, by Bessie Beatty. Sponsorship is on a participating basis with each product mentioned every day during the broadcast from 11:15 a. m.-12 noon. G. Washington agency is Cecil & Presbrey, New York.

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

1941

YEAR BOOK

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(December 15)

Order Space NOW!

ANNUAL SU… …K NUMBER
CONTENTS … …IONS INC.

RED, BLUE DIVIDED IN THE SOUTHEAST

WITH the addition Dec. 15 of ten new affiliates in the southeastern States—Georgia, the Carolinas, Tennessee, West Virginia — NBC will establish separate Red and Blue regional segments for listeners in that part of the country. The new stations, bringing the total of NBC outlets to 218, will become affiliates of the Blue Network, which will then total 86 stations. This new group will be known as the Blue Southeastern Group and the dozen stations in the present Southeastern Group which is now available with either NBC network will become exclusive Red Network affiliates.

New Southeastern Blue stations are: WGAC, Augusta, Ga.; WCBT, Roanoke Rapids, N. C.; WEED, Rocky Mount, N. C.; WMFD, Wilmington, N. C.; WMFR, High Point, N. C.: WGNC, Gastonia, N. C.; WHKY, Hickory, N. C.; WCOS, Columbia, S. C.; WJHL, Johnson City, Tenn.; WHIS, Bluefield, W. Va.

Stations will be available to Blue Network advertisers only as a group at a package rate which has not yet been set.

Avocados Spots

CALAVO GROWERS of California, Los Angeles (avocados), in early December starts, on a short scattered schedule, thrice weekly participation in home economic programs on stations in 14 markets. Following a lay-off during the holiday season, the schedule will be resumed with additional stations added. Stations to be used in December are WLS, WJR, KMOX, WFAA, KPRC, WTMJ, WOAI, KSL, KLZ, KOMO, KSTP, KMBC, WKRC, KOIN. Agency is Lord & Thomas, Los Angeles.

Arrow in Canada

CLUETT PEABODY & Co., of Canada Ltd., Toronto (Arrow shirts and ties), started on Nov. 15 four weekly transcribed spot announcements on 12 Canadian stations. Account was placed by Cockfield Brown & Co. Ltd., Toronto.

NEWEST IN THE ASCAP AXIS?

TO THE BROADCASTING fraternity at large, and particularly to the operators of the 292 stations owned in whole or part by newspaper interests, not to forget the thousands of radio employes who came up from the newspaper ranks, we commend a reading of the following editorial:

> Approximately one-third of the nation's radio stations are either owned by newspapers or have a close working agreement with newspapers. The interests of the press and radio are today inseparable, regardless of past differences and the stresses of competition. The primary elements of successful radio operation now are news and music, and under both headings radio has had a pretty easy time of it to date.
>
> The major interests in broadcasting are now resisting the efforts of the American Society of Composers and Publishers to obtain for the creators of music a larger share of the broadcasters' revenues. The radio people claim, *with how much justice we don't know* [italics ours], that musicians are attempting a hold-up, a drive to collect for their compositions several hundred per cent more than they received when radio was young. That is probably true, but it is also true that in the early days of radio, composers received nothing, or next to nothing, for the reproduction of their work. That was not equitable, but it would not have been corrected unless ASCAP had been militant in its members' interests.
>
> The Society represents the best in American music. The works of its members cannot be replaced by the catalogs of foreign music which the broadcasters are said to be preparing to furnish to their audiences if an agreement is not reached with ASCAP. At a time when the United States stands almost alone as the bulwark of Democratic thought, it is our idea that the musicians and the broadcasters reach a quick compromise on the monetary difficulties, make an agreement that will last, and *spare our people from a deluge of foreign propaganda through music—a propaganda which is highly esteemed by Fuehrer Hitler and Duce Mussolini* [sic!]

The source? The Nov. 25 issue of *Editor & Publisher*, our esteemed contemporary and trade journal of the newspaper industry. Need we comment more than to ask: Is this 1940 or the horse-and-buggy era?

More 'Hellzapoppin'

IN THE interests of the musical comedy "New Hellzapoppin," now entering its third year on Broadway, Select Theatres Corp., New York, is sponsoring *Musical Comedy Favorites*, thrice-weekly early morning program on WABC, New York. Blaine-Thompson Co., New York, is agency. The show has used radio as a major part of its advertising schedule since its opening in September 1938.

ROXY THEATRE, New York, during the week of Nov. 22 placed a series of eight 50-word announcements on 14 stations in New York to promote the new 20th Century Fox Film release "Tin Pan Alley" playing at the theatre. Agency is Kayton-Spiero Co., New York.

ALL NIGHT AT WMCA

Poetry, Guests, Tips on Jobs, Are Among Features

WMCA, New York, on Dec. 1 went on a 24-hour daily broadcasting schedule with the inauguration of the *WMCA All Night Club* program, presented seven days a week from 1-7 a.m. Unlike other all-night broadcasts, the program includes not only request musical recordings but also poetry readings, impromptu guest appearances of well-known stars, sunrise service, and an employment period for the jobless.

The sunrise service, first of its kind in radio, is presented at 5 a.m. by guest ministers of New York churches under the auspices of the National Conference of Christians and Jews. The "help-wanted" feature from 6-7 a.m. is designed to reach unemployed starting out in search of work. Information on jobs available is furnished with the cooperation of the New York State Employment Bureau.

Also included is a song-writers hour during which professionals create songs on the air, and news bulletins are broadcast at intervals. To develop a closer association of interest among listeners to the program, special membership cards will be issued on request. These cards will be numbered and drawings will be held on the program to "conscript" members as guests. Alan Courtney is m.c.

WSTV Joins MBS

WSTV, Steubenville, O., on Nov. 20 joined MBS as the network's 162d affiliate. Starting operations Nov. 4 of this year, the station is owned by the Valley Broadcasting Co., and operates on 1310 kc., 250 watts, unlimited. Manager of WSTV is John Laux, formerly of WJAS and KQV, Pittsburgh.

ON THE BARRELHEAD for 52 weeks, six days per week, was this contract signed by Welfare Finance Corp., with WSAI, Cincinnati. The paid-in-advance schedule covers the daily 15-minute *Sports Review* with Dick Bray at the mike. At the signing were (seated l to r) James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting; June R. Lear, president, Welfare Finance; J. J. Geerin, Walter Haehnle Adv. Agency, and Robert Davis, general supervisor, Welfare Finance. Standing: August Lear, Welfare Finance; Sportscaster Bray; D. H. Long, WSAI manager, and Harold F. Walker, WSAI salesman who made deal.

Network Interest In Mexico Noted

Akerberg, Paley and Royal Visit South of the Border

CURRENT visits to Mexico of H. V. Akerberg, CBS vice-president in charge of stations relations, and John F. Royal, NBC vice-president in charge of international relations, have given rise to conjecture that the field of network rivalry may soon be expanded to include Mexico as well as the United States.

While neither network will admit to definite plans for adding Mexican stations to their lists of affiliates, the improved conditions resulting from the reallocation treaty, which clears up the disturbing border station situation, plus the general program of closer cooperation between Mexico and the United States under the hemisphere solidarity plan, make such expansion more feasible now than at any previous time in radio history.

Purely Fact-Finding

Mr. Akerberg left New York Nov. 21 for a two-week loop around Mexico which is described by CBS officials as "purely exploratory" and an extension of the fact-finding expedition to South America headed by William S. Paley, CBS President [BROADCASTING, Nov. 15]. He will confer with Emilio Azcarraga, president of XEW, Mexico City, and also head of the Mexican Assn. of Broadcasters, a close personal friend, and will then visit other Mexican cities, possibly getting to Honduras and Central America before returning to New York, it was stated.

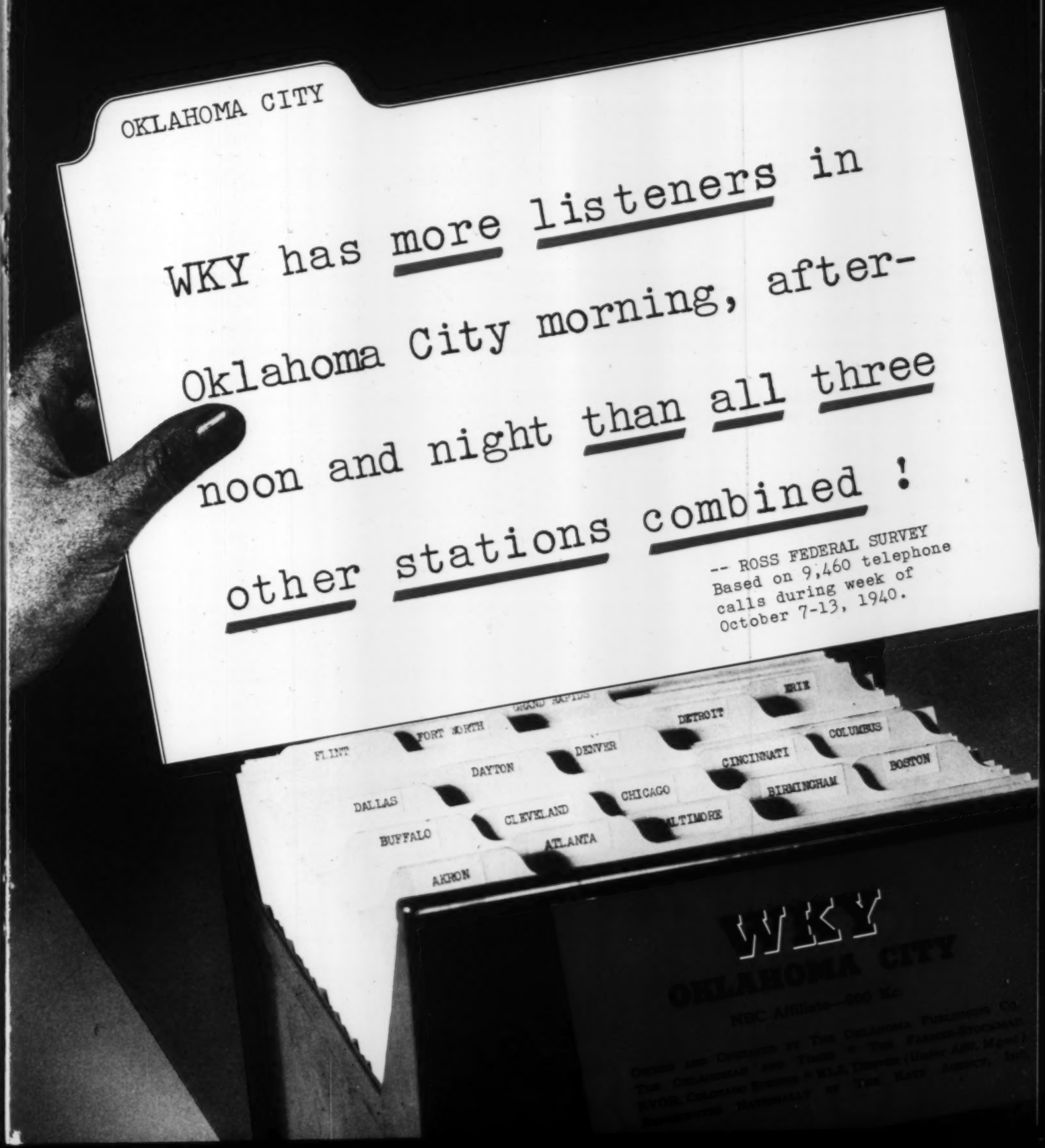
Reports that CBS is planning to purchase an interest in one or more Mexican stations, presumably as "keys" for a Mexican network, were emphatically denied. It was admitted, however, that Mr. Akerberg may investigate the possibility of network affiliation for Mexican stations. Such a move, it was said, is always a possibility, although there is not much interest in the Mexican market on the part of United States advertisers.

Purpose of Mr. Royal's Mexican visit was to attend the inauguration of that country's new President, Gen. Manuel Avilla Camacho, on official invitation. Mr. Royal left New York Nov. 27 and following the inauguration will visit Guatemala before his return.

More for Plough

PLOUGH Inc., Memphis, is sponsoring 12 quarter-hour United Press newscasts weekly on WHN, New York, for Penetro Inhaler, Penetro Nose Drops and St. Joseph Aspirin. News for Penetro Inhaler is heard Monday through Saturday, 2:15-2-30 p. m.; Penetro Nose Drops, Monday, Wednesday and Friday, 5:45-6 p. m.; St. Joseph Aspirin, Sunday, 9:15-9:30 a. m., Tuesday and Thursday, 5:45-6 p. m. Complete merchandising follow-up has been worked out with New York City retailers of all three products. The company also is sponsoring a vocal trio—Sniff, Whiff and Biff—heard Tuesday, Thursday and Saturday, 7:20-7:25 a. m., on WGN, Chicago, for Penetro Inhaler. Agency is Lake-Spiro-Shurman, Memphis.

What More Is There to Say?



45 Bolts from the Blue . . . each one a boon to listeners, a bonus to advertisers

Regardless of the excellence of its programs, no network is stronger than its stations, no station stronger than the "signal" it delivers.

The Blue Network of NBC doesn't forget its responsibility to listeners to deliver its whole varied list of programs with the highest possible technical excellence. That is why you constantly receive reports on new stations, new equipment, increases in power on the Blue. Typical of this continual progress are the 45 improvements listed below.

Each one means a definite and concrete addition to the audiences of Blue Network programs, an important bonus to Blue advertisers.

45 Blue Improvements since June 1st

New Blue Florida Group Added

WJHP Jacksonville	WKAT Miami Beach
WMFJ Daytona Beach	WTMC Ocala
WLOF Orlando	WSUN Tampa-St. Petersburg

New Blue Southeastern Group

WGAC Augusta, Ga.	WMFR High Point, N. C.
WCBT Roanoke Rapids, N. C.	WGNC Gastonia, N. C.
WEED Rocky Mount, N. C.	WHKY Hickory, N. C.
WMFD Wilmington, N. C.	WCOS Columbia, S. C.
	WJHL Johnson City, Tenn.
	WHIS Bluefield, W. Va.

Other Stations Added or Scheduled for Immediate Addition

KOME Tulsa	KXOK St. Louis
WCBS Springfield, Ill.	KFRU Columbia, Mo.
WAKR Akron	WKIP Poughkeepsie
KOH Reno, Nev.	WGRM Greenwood, Miss.
KFBC Cheyenne	WSLI Jackson, Miss.
WEMP Milwaukee, Wisc.	

Completed Transmitter Improvements

KERN, Bakersfield, California. Increased power from 100 watts to 1000 watts. New transmitter.

WRNL, Richmond (1000 watts 880 kc.) was substituted for the previous outlet, which operated at lower power on a less favorable frequency.

WSGN, Birmingham. Increased its power to 250 watts.

WBZ, Boston, began operation with new antenna and new transmitter on new site at Hull, Massachusetts, giving direct salt water coverage to the Boston market.

Other Improvements Now Being Made

KOB, Albuquerque. Increases power to 50,000 watts, giving Blue Network excellent clear-channel coverage of the Mountain area. New building, new transmitter, new antenna.

WELL, Battle Creek. Increases power from 100 watts to 250 watts.

WHK, Cleveland, Ohio. Increases night power to 5000 watts, and also installs directional antenna.

WKAT, Miami Beach. Increases from power 250 watts to 1000 watts and changes frequency from 1500 to 1330 kc. New location, new transmitter.

KFSD, San Diego. Increases power to 5000 watts. New transmitter, new site, new antenna.

KSCJ, Sioux City. Increases night power to 5000 watts and installs directional antenna.

WMAL, Washington. Increases power to 5000 watts. New location, new transmitter, new directional antenna.

Further Improvements For Which Authority Has Now Been Granted

WBAL, Baltimore—To use 50,000 watts.

WXYZ, Detroit—To use 5000 watts night.

WFDF, Flint—To use 1000 watts and change frequency to 880 kc.

KTMS, Santa Barbara—To use 1000 watts.

KECA, Los Angeles—To use 5000 watts night.

WEAN, Providence—To use 5000 watts night.

WDSU, New Orleans—To use 5000 watts night.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

***The* BLUE NETWORK OF NBC**

Sales thru the air with the greatest of ease

45

BOLTS FROM THE BLUE

U. S. Shows Rank First Canada Survey Reveals

U. S. NETWORK shows aired in Canada rank first in popularity with Canadian listeners, according to a preliminary report, representing a measurement of network programs on the air in Canada, conducted during the last week in October and just released by Canadian Facts, Toronto research organization.

Based on measurements made in Halifax, Montreal (English homes), Toronto, Winnipeg and Vancouver, it shows Jack Benny in first place with a rating of 45.1; Charlie McCarthy, second, 41.1; *Lux Theatre*, third, 35.9; *One Man's Family*, fourth, 29.1; *Big Town*, fifth, 27.6.

The first Canadian program was Wrigley's *Treasure Trail*, a special network measured in Toronto and Montreal only. It placed eighth out of 38 programs covered, with a rating of 23.7. The first Canadian country-wide network show was Lifebuoy's *Family Man*, in eleventh place with 20.6. Rinso's *Big Sister* led the daytime program with 17.8.

The study was based on more than 75,000 completed interviews in the cities covered. The coincidental method was employed.

ON HIS FIRST TRIP west of the Mississippi, Lou Avery, of the Free & Peters New York office, received a royal—if somewhat embarrassing—reception from KMBC when he visited Kansas City in mid-November. As Lou stepped from the train, he was greeted with an affectionate embrace by Penny Linn, KMBC songstress—witness cupid's-bowed jowl. Ushered into the Union Station lobby, he and several hundred others were serenaded by KMBC musicians, introduced as Kansas City's Philharmonic. Crowned with a special "sombrero" and armed with a "hoss pistol" to fend off Indians, Lou next was elevated to a soap box to tell the crowd he was in Kansas City to attend the opening of KMBC's weekly stage show, *Brush Creek Follies*. Sam Bennett, KMBC director of sales, who arranged the reception, is left of Brooklyn Cowboy Avery.

AND THEY 'SELL EVERYTHING'

Commercial Success of 'WLS National Barn Dance' Includes Food, Fences, Clothing and Medicine

By DONALD E. FINLAYSON
WLS, Chicago

THOUSANDS of words have been written about the popularity and production angles of the world's oldest continuous and commercial radio program, the *WLS National Barn Dance* on WLS, Chicago. But almost nothing has appeared in the public prints about the commercial success of this show.

On the air for more than 16 years, broadcast five hours every Saturday night—with one hour of it fed to an NBC network—the *WLS National Barn Dance* on Oct. 26 honored the 900,000th paid visitor to the program since it moved into the Eighth St. Theatre eight years ago. There have been visitors from all over the world — from Canada, England, Germany and Java — but most of them are hard-working, good-buying Midwesterners.

They take the word of WLS for the things they should buy—and that is why the *WLS National Barn Dance* can and has sold everything and anything, from kerosene lamps to tractors, including food and clothing, insurance and education. And this selling has been so successful that advertisers renew year after year—with Mantle Lamp Co. having used the *WLS National Barn Dance* every year since 1929, for 12 consecutive years.

The *WLS National Barn Dance* is as old as the station itself. On April 19, 1924, only a week after the WLS opening, the first *Barn Dance* was broadcast, first from the studios in the Hotel Sherman, then in 1928 from the *Prairie Farmer* studios when that oldest farm paper (100 years) bought WLS. Crowds jammed the 200-seat auditorium every Saturday night. In March, 1932, officials found all reservations gone through October; so they moved to the Eighth St. Theatre, where the show still originates.

The five-hour *WLS National Barn Dance* is sold to national spot and network advertisers in 15-minute, half-hour and hour pieces. Represented on the long list of advertisers who have used the program have been makers of tobaccos, photographs, remedies, tractors, tires, lamps, laundry irons, feeds, fences, foods and almost every other product.

Enter Dr. Miles!

Some of these advertisers have used the *Barn Dance* year after year, piling up successful sales records through it. Outstanding example is probably Alka-Seltzer. Dr. Miles Laboratories started making the product in 1931, started using spot radio (WLS) in 1932. This was the first Miles broadcasting—a Sunday afternoon program—and it produced 33,000 requests for samples, no less than 200 from any State in the country.

Broadcasting seemed to answer all the Miles problems; so immediately it had ambitions. Network was the thing. Spending more for time and more for talent, putting on a philosophy-drama show with a small-town setting, Alka-Seltzer found it received fewer sample requests from the network than from WLS alone.

It tried another network, with few tangible results. Then in February, 1933, Alka-Seltzer began sponsorship of one hour of the *WLS National Barn Dance* on WLS only. In mid-summer it ran the show by direct wire to Detroit and Pittsburgh. Results proved the *Barn Dance* was a selling show; so in September, 1933, Miles Laboratories put the show on NBC where it has been for an hour ever since.

Other Oldtimers

Keystone Steel & Wire Co. (fence) has been on the *WLS National Barn Dance* for eight years (contracted for ninth). After a trial in 1929, it returned in 1933 and has been on ever since.

Woman's World and *Pathfinder* magazines have been other regulars (*Pathfinder* four years), both receiving tens of thousands of 50c subscriptions in various *Barn Dance* contests. Murphy Products Co. (feeds) has been on the show five years—same show, same station, same time and same sponsor. Pinex is another five-year veteran, and many advertisers have been drawn back for four years by their exceptional results.

Renewing year after year, these advertisers have stamped the *WLS National Barn Dance* as a program that gets results. How long will it go on? Nobody knows. But Manager Glenn Snyder, Program Director Harold Safford and Sales Manager W. R. Cline at WLS think there should be no end to their "gold mine", for the *WLS National Barn Dance* is founded on basic principles of showmanship and sound advertising practices rooted far back in American traditions.

WLWO INCREASES POWER TO 75 KW.

UNDER temporary authority granted by the FCC, to demonstrate that the transmitting equipment of the station is capable of producing the increased power, WLWO, international shortwave adjunct of WLW, Cincinnati, is broadcasting with increased power of 75 kw. Although the permit is temporary, an application has been filed for permanent authority to use the higher power, according to R. J. Rockwell, chief of the WLW-WLWO technical staff. Previously WLWO had operated with the 50 kw. minimum power now required of all international stations. At present the station is employing only three of its five assigned frequencies as a result of damage sustained in a recent fire.

According to a Nov. 22 announcement by Wilfred Guenther, general manager of WLWO, the station has secured exclusive broadcast privileges for the winter concerts of the Cincinnati Symphony Orchestra. Henley Hill, Portugese and Spanish announcer, will announce the numbers, with Concha Gandia handling intermission commentaries. First concert of the winter season was broadcast Nov. 23.

Acting to comply with the FCC ruling calling for reference transcription of all international broadcasts, engineers of the broadcast division of Crosley Corp. are seeking to develop a recording technique that will allow transcribing of a full-hour broadcast on a single side. Instead of the usual 33 1/3 rpm of a broadcast transcription, engineers are attempting to reduce turntable speed to 10 rpm. Although this slow-down will distort music, Mr. Rockwell has indicated it will satisfy the reference requirement of the FCC.

Woolworth on 75

F. W. WOOLWORTH CO., New York, for the week starting Dec. 2 will run a special merchandising campaign of one-minute spot announcements on 75 stations in Eastern and Midwestern States to advertise a 40-page Christmas gift catalog, the first of its kind ever issued by the chain. Agency is Lynn Baker Co., New York.

Overtime Clause In Law Clarified

Extra Payment Is Required Despite Labor Contracts

EXISTENCE of a union contract calling for a workweek of more than 40 hours without payment of overtime does not void the obligation to pay time-and-a-half after 40 hours, under the Fair Labor Standards Act, according to a Nov. 18 announcement by Col. Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department. This interpretation applies generally, with only few exceptions in certain instances, he explained.

"Since the requirement that time-and-a-half be paid after 40 hours became effective on Oct. 24, we have received many inquiries from union members, business agents, and employers about the status of union contracts calling for a longer workweek without payment of overtime," Col. Fleming commented.

No Legal Effect

"A clause providing for a workweek of more than 40 hours without the payment of overtime does not relieve the employer of the necessity of paying time-and-a-half in accordance with the provisions of the Act. Such a clause will have no legal effect, although the rest of the contract may stand. The Wage & Hour Division will not give weight to such a clause in making an inspection to determine whether the law is being complied with by an employer. The standards fixed in the Act may not be lowered by any kind of agreement."

The exceptions, Col. Fleming indicated, occur under Section 7(b) of the Fair Labor Standards Act. This section provides that employes working under agreements providing for an absolute maximum of 1,000 hours work in any 26-week period, or 2,000 hours work in 52 weeks, may be worked up to 12 hours a day and 56 hours a week without payment of overtime if: (1) The agreement was made as the result of collective bargaining by representatives of employes certified as bona fide by the National Labor Relations Board; (2) there is in the agreement limiting the hours of work to 2,000 in 52 weeks a provision for a fixed annual wage or continuous employment for either 52 weeks or 2,000 hours. Col. Fleming declared that overtime is due employes for all hours in excess of 40 in any given workweek if the 1,000 or 2,000-hour maxima are exceeded.

Engineers Buy KORN

CONTROLLING interest in KORN, Fremont, Neb., local outlet on 1370 kc. which first went on the air in December, 1939, will be acquired by two radio engineers for $13,900, if the FCC authorizes a transfer application filed Nov. 22. The purchasers are John F. Palmquist, formerly with WCCO, Minneapolis, and WJSV, Washington, and Paul Boyer, engineer-announcer formerly with KTKC, Visalia, Cal., and KWYO, Sheridan, Wyo. The stockholders proposing to sell are C. J. Malmsten, S. S. Sidner, A. C. Sidner, H. A. Gunderson and E. J. Lee.

The NEW ENGLAND PICTURE HAS NOW CHANGED!

Columbia's fine radio programs now available through WLAW facilities, to reach more New England homes with more powerful signal. Merchandising and Sales Promotion department available to advertisers.

Owned and Operated by
HILDRETH & ROGERS CO.
Publishers of
LAWRENCE DAILY EAGLE and EVENING TRIBUNE

Beginning December 1st there's a new L-A-W for New England radio coverage. Now . . . in every New England radio plan WLAW is a "MUST". Its ideal location and increased power provide clear, strong reception to the rich Northern New England market of nearly 3,000,000 people. The new L-A-W **completely** changes the New England picture. WLAW belongs at the top of your New England list.

* C. P. issued and construction of directional antenna nearly completed.

National Representatives • **THE KATZ AGENCY, Inc.**
New York • Chicago • Detroit • Atlanta • Kansas City • Dallas • San Francisco

WLAW

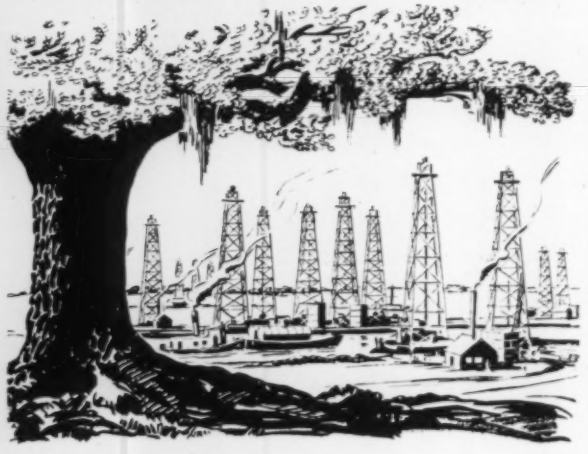
LAWRENCE, MASS.

When you think of

NEW ORLEANS

you think of:

America's new oil empire



and

WWL
NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Dies 'White Paper'

(*Continued from page 22*)

Poland—Zapp reveals that Station WCBM in Baltimore had agreed to use Transocean.

The letters, as made public by the Committee, follow:

Herr Karl F. Klien,
859 No. Howard St., Baltimore.

Dear Herr Klien: As I have heard from Herr. Von Strempel (then Counsellor of the German Embassy in Washington) the financing of a German news hour will be taken care of. I, therefore, send you from today on the Transocean News at the price of ten dollars per week. I would ask you to give me the station and time of transmission. Also, I would be grateful if you would let me know if our Transocean news reaches you in time, so that we can arrange our transmission in accordance therewith.

With best greetings,

MANFRED ZAPP.

Another letter from Zapp to Strempel, at the German embassy, gave the schedule of Transocean news on WCBM. The programs, according to the letter, were to be heard Tuesday, Wednesday, Friday and Saturday at 9 a. m. and Thursday evening at 7:15 p.m. The letter ended with "warmest greetings, Heil Hitler!"

Listener Protest

On Oct. 17, 1939, about a month after the preceding letters, Zapp complained in a letter to Guenther Altenburg, Foreign Office, Berlin, that "I tried to sell Transocean to the radio. But I had hardly gotten a broadcast before the protests from Jewish listeners demanding its suppression began to develop. And the Transocean program had to go off the air. But that will not deter me from making further efforts in this field."

It is assumed that Zapp referred to the WCBM broadcast.

WCBM Issues Reply

A blanket denial of inferences that WCBM was in any manner used for Nazi propaganda was issued by George H. Roeder, general manager of the station, shortly after release of the Dies White Paper. The statement, published in the *Baltimore Sun*, was as follows:

"Klein was the last of three announcers on the German program which was broadcast from the station for several years. The program was announced both in German and English. It never was used to send out a news item or for German propaganda. The program consisted of commercial announcements and music, which was recordings.

"These programs, like all others, were submitted to the station authorities in advance and checked twice. We still have copies of all that went on these programs. They were similar to the Polish, Italian and other commercial programs broadcast. This went on for several years, but when developments in Europe became acute, advertisers withdrew from the German language program and we insisted the programs be put in English. The withdrawal of advertisers caused a discontinuance of the program."

Another prominent radio program also figured in the Committee's disclosures. In a voluntary statement by Dr. Federic F. E. Auhagen, who is described as the "guiding light of the American Fellowship Forum," it is revealed that the organization had its inception after Auhagen appeared on *America's Town Meeting of the Air*, heard over the NBC-Blue. The Committee report states that the Forum interchanged its mailing list with the German Railroads Information office. Auhagen told Committee investigators that on the strength of the public response to his *Town Hall Broadcast* he decided to found an organization which would exclusively devote itself to present international affairs from the particular angle which he had always tried to maintain in his various lectures. This angle is described by Auhagen as an attempt to avoid "all sentiment, propaganda and bias from entering into the discussion of international affairs."

Gen. J. C. Harbord, chairman of the board of RCA was the subject of correspondence between Zapp and German diplomatic officials. One letter to Fritz Kellermeier, commercial attache of the German embassy stationed in New York, transmitted a speech by Gen. Harbord. The transmittal letter read: "Enclosed is a speech by the chairman of the board of directors of the RCA who has made utterances of a particularly hateful nature against Germany. I trust that this lecture will interest you. Heil Hitler."

Gen. Harbord's views about Hitler did not seem to affect RCA business. For in the photostatic copies reproduced in the White Paper it is revealed that German officials frequently used RCA to transmit messages.

PRETTY, poetic and publicity-minded is Marjorie Thoma, of the KDKA, Pittsburgh, publicity department, but her press-agent proclivities are not devoted to her own interests. In fact it took a visiting actor, Edward Raquello, to convince confreres that her talent as a poetess was exceptional. For some time she has been writing *Town Talk Dream Weaver*, poetic program sponsored by Braun Baking Co. and read by Announcer Paul Shannon against organ background by Bernie Armstrong. Raquello, who is in the cast of Robert E. Sherwood's play "There Shall Be No Night," picked up the program while in Pittsburgh and asked to meet the penner of the poetic lines.

Closing Date of Entries In Peabody Radio Award Is Selected as Jan. 15

CLOSING DATE of entries for the 1941 George Foster Peabody Radio Awards will be Jan. 15 according to an announcement by Dean John E. Drewry, of Georgia U's Henry W. Grady School of Journalism, through whose office the entries and awards will be handled. A University bulletin describing the awards, to be given annually starting in 1941 for distinguished public service by radio stations and networks, is to be mailed soon to every station, Dean Drewery stated.

Pointing to the approaching deadline for entries, Dean Drewry suggested that station managers begin to prepare their entries immediately. There are to be separate awards for small, medium and large stations, as well as for networks [BROADCASTING, Nov. 15]. The procedure outlined for the Peabody Award plan, as adopted by the Regents of the University System of Georgia, follows:

"Nominations of candidates for these awards shall be made in writing to the Dean of the Henry W. Grady School of Journalism, the University of Georgia, Athens, Ga. Each nomination must be accompanied by complete and self-evident data setting forth clearly the claim to consideration of one of these awards. Program subjects, program outlines, program transcriptions, recordings, letters, and other pertinent data should be so presented as to comprise an exhibit which will be a faithful record of the station's particular contribution to public service offered for consideration in this connection.

"Competition for one of these awards will be limited to work done during the calendar year ending Dec. 31 next preceding. The first award will be made in 1941, based on public service programs of 1940. The closing date for entries will be Jan. 15."

Awards will be made at a date and place yet to be announced, based upon recommendations of the advisory board.

TOP PERSONALITIES participating in the Nov. 16 world premiere in Tulsa of "Take Me Back to Oklahoma," Monogram movie starring Tex Ritter and Bob Wills, leader of the Texas Playboys, long heard on KVOO, Tulsa, are included in this group. The premiere of the picture, which aroused intense interest among fans of Bob Wills & His Texas Playboys, featured a huge parade through downtown Tulsa, during which KVOO announcer J. B. Lake interviewed participating celebrities. Station officials were hosts at a luncheon following the parade. Gathered for the luncheon at the Tulsa Club are (l to r) Gus Brandborg, KVOO sales representative; O. W. Mayo, manager of Bob Wills & His Texas Playboys; Bob Wills; Willard D. Egolf, commercial manager of KVOO; James E. Berry, Lieutenant Governor of Oklahoma; Ed Finney, producer of Monogram Pictures; Bobby Clack, famous 14-year-old rodeo performer and movie star; Tex Ritter, popular Western star.

Si-Noze on 23

SI-NOZE Co., Chicago (cold remedy), late in October and early in November started a varying schedule of announcements and programs on 23 midwestern stations. Schedule runs through March. Stations are: KMA WMMN WWVA WIBW WKOK WHIZ WSPD KFBI WHBL WLS WWL KWTO WDZ WTMV KITE WHKC WDGY KMMJ XERA WINN WPIC WIBC WCFL. Neal Adv. Agency, Chicago, handles the account.

TAYLOR AND WYSE WOULD BUY KWBG

PROPOSING to sell his station to devote most of his time to a transcribed radio network project, W. B. Greenwald, who founded and has operated KWBG, Hutchinson, Kan., since 1935, has applied to the FCC for authority to transfer the license of that station to O. L. (Ted) Taylor, manager of KGNC, Amarillo, and William Wyse, commercial manager of KFYO, Lubbock, Tex.

The purchase price would be $40,000 for the 250-watt full-time station on 1420 kc. The venture is purely a personal one on the part of Mr. Taylor and Mr. Wyse, each of whom would own 50%. Mr. Taylor, besides managing and being part owner of KGNC, also supervises the operation of the other stations of the Gene Howe-O. L. Taylor-T. E. Snowden group of Texas stations—KFYO, Lubbock; KGRV, Weslaco; KTSA, San Antonio.

Mr. Greenwald in 1938 organized Airways Broadcasting Co. in New York, but dropped this transcribed network venture when he could not spare time from his station duties. Early this year he was engaged by the newly-formed Keystone Broadcasting System, Los Angeles, a similar project, as station relations manager.

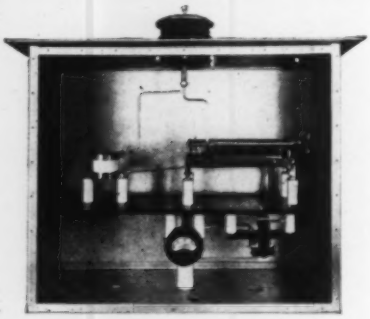
THE BOOK *"Best Broadcasts of 1938-39,* compiled by Max Wylie, CBS director of the script division, is now used as a textbook by 450 colleges. His new *Best Broadcasts of 1940* will be published Dec. 2.

WJSV
WASHINGTON, D.C.
50,000 WATTS
CBS

The most powerful voice in the country's wealthiest per capita market

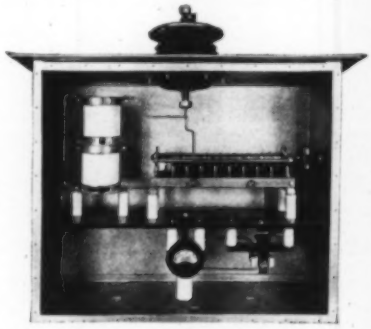
For more information about WJSV, one of the sixteen CBS 50,000 watt stations, inquire of Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N.C., San Francisco, Los Angeles

COLUMBIA'S STATION FOR THE NATION'S CAPITAL



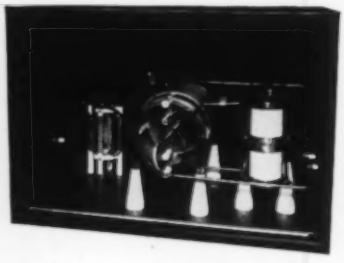
D-99419 (100 to 500 watt) Shunt type Antenna Coupling Unit. (With cover removed.)

D-97008 (100 watt to 1 KW Series Type) Antenna Coupling Unit.

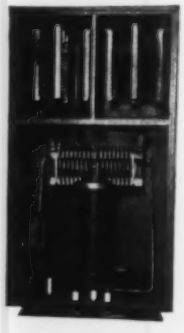


D-99418 (5 KW Shunt Type) Antenna Coupling Unit. (With cover removed.)

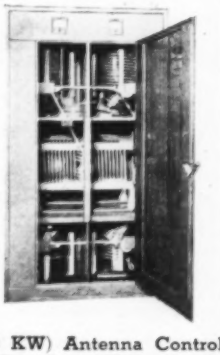
33A Antenna Control Unit, (Includes: 1 Variable Branching Circuit; 1 Variable Phase Shifter; 1 Fixed Phase Shifter.) For powers up to and including 10 KW.



35A Antenna Power Control Unit—Fixed line branching network. For powers up to and including 10 KW.



34B (50 KW) Antenna Phase Control Unit.



33B (50 KW) Antenna Control Unit (1 Line Branching Network, 1 Phase Shifting Network.)

D-107058 Coaxial Line. (For Phase Monitor Sampling Lines.) Available from stock in single lengths up to 1000 feet—up to 3000 feet on special order.

D-151067 (50-100 KW) 2⅝" Coaxial Transmission Line.

BE UP TO D
EFF

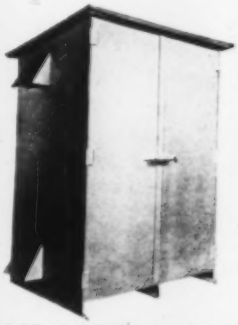
...with Western
Antenna Co

Whatever your static
coupling or control
assures you of up to
—not all—is shown h
50 KW—Graybar ca
you need—for Better

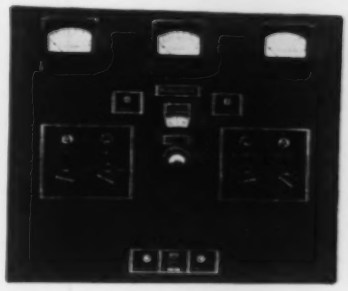
Wes

Ask your Eng

101A (5 KW Series Type) Antenna Coupling Unit, complete in weatherproof housing.

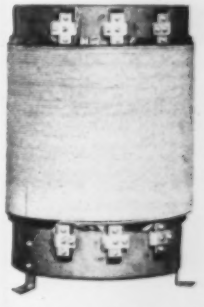


D-151139 (50 KW) Series Excited Antenna Coupling Unit, complete in weatherproof housing.

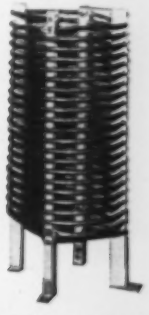


2A Phase Monitor

D-151198 (3 wire) Ceramic Core Tower Lighting Choke Coil. (For 1500 Watt Maximum Tower Lighting Load.)



ES-675364 (3 wire) Tower Lighting Choke Coil. (For heavier power requirements.)



ES-675768 RF Isolation Coil for bypassing phase monitor sampling lines around tower insulator.

DATE
FFICIENT
ECONOMICAL!

estern Electric's complete line of
a Coupling and Control Equipment

r station's power—no matter what your antenna
ntrol problem—Western Electric's complete line
up to date, efficient, economical equipment. Some
own here. Units for all powers from 100 watts to
bar can give you immediate delivery on everything
Better Broadcasting.

estern Electric

: Engineer!

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Radio's Birthday

AS RADIO broadcasting rounds out its first 20 years of existence, it is justly proud of a job well done. Though it began as a fad, regarded by some as a passing fancy, and though it has set a dizzy, almost reckless pace as it grew, today it has its own tradition. Today it has poise and stature and enjoys not only self-respect but respect on all hands.

Celebrating its birthday during the last fortnight, the radio industry fittingly climaxed the occasion with a gala dinner in Washington under NAB auspices. The affair, attended by notables from all walks of life, was a glowing tribute to radio's coming of age. From President Roosevelt came more than mere felicitations. "Your Government," he wrote, "has no wish to interfere or hinder the continued development of the American system of broadcasting. Radio was born and developed in the real American way and its future must continue on that basis."

Radio could ask no higher assurance. Yet from Wendell Willkie, from FCC Chairman Fly and from other distinguished personages came similar expressions of good will. All of this lends not to a feeling of smugness but to a sense of confidence that radio can and will add to its accomplishments during the years to come to retain the high place in popular and official esteem it now enjoys.

The Dies Lesson

FOREWARNED at the time hostilities erupted in Europe, broadcasters in this country have exercised vigilance against foreign propaganda. But until the latest White Paper of the Dies Committee revealed the ends to which Nazi agents have gone to sway American public opinion, they did not realize how close to home this under-cover campaign has struck.

The startling Dies Report discloses that efforts were made to control or enlist the services of news commentators on the networks, that manipulations were resorted to in getting Nazi spokesmen on radio forums, and that steps were taken to color and control radio news. Nazi dollars were spent lavishly in this reprehensible Fifth Column activity.

No station owner, we firmly believe, would accept a single Nazi dollar for time over his facilities. But, as revealed by the Dies report, the approach has been subtle and the propaganda ingeniously veiled.

These latest developments bring home the scrupulous care that must be exercised by networks and stations alike in scheduling speeches or forums involving international affairs. High-sounding names are used by these outfits. They appear to have money and connections in responsible places. But usually they are mere letter head organizations. It behooves every broadcaster to double-check their offerings, whether commercial or sustaining. Ignorance is a feeble and dangerous defense.

Wire-Trapped

THINGS are astir again at the FCC. Once more displaying its genius for fomenting trouble, an FCC faction (no longer a minority) has kicked over the traces on the network-monopoly situation. If it were not so serious, it could be classified as just another blunder. Mark Ethridge, former NAB president, terms it "intimidation" and "tyranny". It is another example of the futility of expecting judicial regulation from men who are essentially anti-radio.

Merely because they did not like the tenor of briefs filed by CBS and IRNA, and possibly NBC, the former members of the Network-Monopoly Committee took things into their own hands It began with the sending of a telegram to 227 network affiliates over the signature of the FCC secretary, but without FCC approval. It was this telegram that was branded by Mr. Ethridge as sheer intimidation. With a vacancy on the FCC, it has become a house divided once again, with three commissioners evidently condoning this amazing action and the other three (Fly, Craven, Case) opposing it.

Of the Network-Monopoly Committee report much has been said, including some pretty harsh words by members of the Senate Interstate Commerce Committee. And more will be heard! The veracity of the committee's findings has been challenged. Certainly, it is the duty of the FCC as a body to reappraise the testimony and arrive at its own decision. And certainly it is not the function of individual members of the FCC to take umbrage when respondents file briefs critical of that report, however outspoken, particularly when their very existence is at stake. The committee finished its work last June, when the report, after a confinement of two years, was brought out, timed politically for those ill-starred hearings before the Senate Interstate Commerce Committee.

Briefs are self-serving legal documents. NBC, CBS and IRNA held that the FCC was without the power to regulate management of stations or networks. MBS, alone, took an opposite position. Thus, there is division within the industry itself.

To us it seems that immediate self-interest must be forgotten. The question boils down to whether the broadcasting industry shall continue as a private business, or whether the Government shall step in. Stripped of non-essentials, the Network-Monopoly Committee report proposes just that.

IRNA, which has quarrelled with the networks over dollars, and will continue to do so, says it would rather take its chances with businessmen than with bureaucrats. If there is a monopoly or a duopoly, or if there is unfair competition, what's the matter with the Department of Justice or the Federal Trade Commission? Congress very wisely restricted the FCC to the licensing function. The FCC argued this itself in the Sanders Case before the Supreme Court, and won on the free competition theory.

The whole issue now is likely to wind up in Congress. Proponents of an investigation of the FCC, and of new radio legislation certainly have plenty of new ammunition. The President, who hasn't been any too happy about the FCC's antics of the past, is acquainted with the present plight of that agency.

And the men who earn their livelihood from the broadcasting business, who will forget immediate gain and look at the broader picture, will cast their lot with Congress. A re-definition of the law, which would make possible remolding of the FCC, perhaps around its present clear-thinking and far-sighted nucleus, seems the answer.

Havana Manana

SOME MONTHS AGO we expressed concern over the fate of the standard broadcast reallocation provided under the Havana Treaty. Unceremoniously, we were told in official quarters that the ways of diplomacy are devious, and that the reallocation would be along in plenty of time. Thereafter, March 29, 1941, was designated the date for the "moving day" when almost all stations in the United States, Canada, Mexico and Cuba are slated to shift to new assignments, as provided under the treaty engineering standards.

Now we are bothered again. Conferences were to have been held with delegations from Canada and Mexico to iron out allocation conflicts. Cuba evidently has been derelict and hasn't even submitted its revised list. While officials are reluctant to comment, they admit that time's awasting, and there is danger of a postponement of moving day unless the whole process is stepped up.

Here's the rub! Under the treaty, March 29 is the deadline. The treaty specifies that it must become effective within *one year* from the date of final ratification by the last of the four signatories. The reallocation can be extended only by consent of *all* four signatories. If one nation should fail to consent, the treaty would be renounced, and a decade of work in attempting to provide a scientific continental allocation would be cancelled out.

It isn't necessary to take this risk. If our FCC and our State Department will step on the gas, it can be accomplished with time to spare —but not much. We will probably be admonished again to keep our shirt on. But it's later than you think!

We Pay Our Respects To —

HOLLAND EVERETT ENGLE

HOLLAND EVERETT ENGLE reversed the usual procedure. After a decade of running the radio gamut, from announcing and acting to producing and managing, he switched to the advertising agency field of broadcasting. Vice versa more often is the case. Eminently successful in radio, his success in advertising reflects in his recent appointment as director of radio for The Cramer-Krasselt Co., Milwaukee, after four years as radio director for Erwin, Wasey & Co., Chicago.

An honest-to-goodness radio veteran, Holland Engle started his broadcasting career as far back as 1923. He left college in his junior year to go into radio for good. Until 1927 he was heard as announcer and actor on KDKA, Pittsburgh, WBT, Charlotte, and WHP, Harrisburg, Pa. In that year he helped set up and manage the new WMMN in Fairmont, W. Va., his home town. Subsequently, as a free-lancer, with a national network and in the agency end of the business he has long been a big-timer.

Born April 26, 1907, in Fairmont, he was the son of Harry and Olive Engle. Men of the cloth seemed to run in the family, what with one grandfather a Methodist minister, another an elder in the Baptist Church, and his own father a deacon in the Presbyterian Church. It is not known whether as a boy he preferred thinking of himself growing up to become a member of the clergy or an explorer. But after young Holland had successively passed through Fairmont's Butcher Grade School and West Side High School, he began to get his great radio revelation. And when the opportunity came in his third year at Fairmont State College, he dropped academic travail in favor of the microphone.

In 1929, after two years with WMMN, Holland went to Wheeling, W. Va., where he managed WWVA. The following year he joined the executive staff of KMOX, St. Louis, where he handled the Phillips Petroleum program, claimed to be the largest single-station contract ever placed. By 1932 he was in Chicago with CBS and within a year was named Western division program director for the network. Further advance came a few months later when he was made station manager and production manager of WBBM, CBS Chicago key station.

In 1935 Holland left CBS to free-lance, working such programs as Wrigley's *Myrt & Marge*, Mars' *Milky Way Winners*, Koolox's *Grand Stand Thrills*. One of the most successful free lancers of the day, at one time he worked on 42 programs weekly. He was named radio director of Erwin, Wasey in 1936, and took over complete direction of the *Carnation Contented Hour*. Now with Cramer-Krasselt, his first assignment is the new NBC-Blue program, *Ahead of the Headlines*, sponsored by Knapp-Monarch Co., St. Louis, (electrical appliances), and produced in cooperation with *Newsweek* magazine.

Harking back, Holland Engle must remember the days on KMOX when, as announcer for the *Phillips 66* program, he was known as the fastest-talking spieler in the business. He had to talk fast. An average evening's work for a single hour program is said to have included six pages of single-space copy listing listeners' names and addresses, four pages of commercial copy, and introductions for 22 musical numbers by the orchestra.

An all-around radio performer himself, he grew up with many radio notables of today. Paul Sullivan, WHAS-CBS news commentator, was under his wing in the early days. Teddy Straeter, now with Kate Smith, used to accompany Holland in a song program on KMOX. Kay Thompson, leader of the famed Rhythm Singers, was a third of the Co-eds Trio, one of his early announcing chores. As a singer himself he was with the Ford, Al & Doc trio—the Ford was Ford Rush of Ford & Glenn fame.

Holland has faced the microphones of all the major networks and has introduced a great share of famous radio, stage, and screen stars at one time or another. Back in the earlier days he announced the original *Mountaineer Club* program on WWVA, Wheeling, and at KMOX started what later was to become the *Saturday Night Frolic*. In Chicago he was the original *Old Night Rider* on WBBM on the *Around the Town* program and shared the night dance spot announcing chore with Truman Bradley and Harlow Wilcox.

Producer of every type of radio, from symphony orchestra programs to daytime dramatics, he claims to be the first radio man to give Pinnochio to the air waves —long before Walt Disney broke the wooden moppet into the movies. As an actor he trouped as everything from the Frog in Alice in Wonderland, with the original radio company, to the young hero and the villain in the piece.

Mr. Engle in 1929 married Helen Virginia Osgood. He is the father of two boys, Robert, 7, and Alan, nearly 3. In Milwaukee he lives at a California-like address—5229 North Santa Monica Blvd., Whitefish Bay.

Personal NOTES

FRANK BRAUCHER, recently resigned as vice-president in charge of advertising of WOR, Newark, has been elected fulltime president of the Periodical Publishers Assn., according to an announcement by Earle H. McHugh, chairman of the board. The association is composed of representatives of the leading magazines of the country. Mr. Braucher, before joining WOR in 1937, served as extra-curricular president of the PPA and was previously advertising director of the Crowell group of magazines.

LILIAN HOLMES, formerly with representatives in New York, Southwest Network in Texas and J. Walter Thompson Co. in Chicago, has joined the commercial department of KYA, San Francisco.

VICTOR SIFTON, president of Trans-Canada Communications, Winnipeg, operating CJRC, Winnipeg; and CJRM and CKCK, Regina, Sask., has been appointed acting Master General of Ordnance for Canada. He has for some months been serving as assistant to Phillip Chester, general manager of Hudsons Bay Co., who has resigned the Ordnance post.

CARL E. HAYMOND, president of the Pacific Broadcasting Co., Tacoma, is now at his Palm Springs, Cal., winter home.

RUDI NEUBAUER, for the last 11 years cashier of the NBC Central Division, Chicago, has been transferred to the division's spot sales department under M. M. Boyd. He succeeds Carl P. McAssey who has been transferred to the NBC-Blue network sales staff under E. R. Borroff.

H. HOPKINS, for many years account executive with KSAN, San Francisco, has resigned.

FRED BUGG, recently with WTSP, St. Petersburg, Fla., and now general manager of the new WDEF, Chattanooga, is the father of a boy born recently.

ROBERT LOWELL has joined the sales staff of WCNW, Brooklyn.

C. P. MacGREGOR, head of C. P. MacGregor Co., Hollywood transcription concern, has been elected vice-president of KVOE, Santa Ana, Cal.

VERN MINOR, formerly manager of KVGB, Great Bend, Kan., and with KANS, Wichita, has joined the sales staff of KWGB, Hutchinson, Kan.

FREDERICK W. COLE, formerly of NBC, has been named promotion representative of WLBZ, Bangor, Me.; WRDO, Augusta, Me.; WCSH, Portland, Me.; WFEA, Manchester, N. H.; W1XG, Boston television station.

ROBERT B. ROWLEY, manager of WICA, Ashtabula, O., on Jan. 1 is to marry Olive Mae Dunne.

MARK WOODS, vice-president and treasurer of NBC, addressed the Chicago Better Business Bureau's annual dinner meeting on Nov. 26. Talk was broadcast on NBC-Blue. Mr. Woods is a director of the national BBB association.

HAAN J. TYLER has been named sales manager of KSFO, San Francisco, according to an announcement by Lincoln Dellar, KSFO general manager.

VICTOR M. RATNER, CBS director of sales promotion, has been in the New York Hospital for a week with a throat infection.

WILLIAM KEARNEY, of the WLS, Chicago, business office, is convalescing at St. Luke's Hospital, Chicago, from a major operation. John Gillis, of the promotion department, and Chuck Acree, WLS artist, provided blood transfusions.

LAMBDIN KAY, public service director of WSB, Atlanta, recently presided as conference director over the fourth annual three-day Southern conclave on audio-visual education. Marcus Bartlett, WSB production manager, also participated.

MRS. GEORGE COOK, wife of the treasurer of WLS, Chicago, is recuperating from an emergency appendectomy.

WILLIAM E. FORBES, CBS Hollywood agency contact executive, is the father of a girl born Nov. 16.

MERRILL MULREADY, formerly chief announcer of KSCJ, Sioux City, Ia., has joined the station's sales staff after two months in California.

R. E. DENISON, board chairman of Macquarie network, Sydney, Australia, and also board chairman of Associated Newspapers, that city, has entered officers' training camp in New South Wales.

ALBERT CAPOTOSTO, of the sales staff at WBAB, Atlantic City, and Jayne Smathers, daughter of U. S. Senator William H. Smathers, were married Nov. 24 in Ventnor, N. J.

E. L. BARKER, KPO-KGO, San Francisco, account executive, has been transferred to the Hollywood office.

DR. LEON LEVY, president of WCAU, Philadelphia, first member outside the motion picture industry to head the Philadelphia Variety Club, Tent No. 13, has been elected "Chief Barker" for the new year. In addition, Dr. Levy was elected to the club's Board of Canvasmen.

WILLIAM W. GARDNER has been appointed acting manager of KARM, Fresno, Cal., pending selection of a permanent general manager to succeed T. H. Kilgore, who resigned Nov. 1.

EDWARD F. ROACHE, radio director of Bozell & Jacobs, Chicago agency, has joined the sales staff of WBBM, Chicago.

KENNETH A. FOELLINGER, formerly chief auditor of American Steel Dredge Co., has been named auditor of WOWO-WGL, Westinghouse stations in Fort Wayne, Ind., according to a Nov. 25 announcement by J. B. Conley, manager of the stations.

RAYMOND SCOTT, formerly with Curtis Aircraft, has joined the sales staff of KTRB, Modesto, Cal.

HOWARD GATES, active in the radio industry for more than 20 years, on Nov. 20 was named president of Majestic Radio & Television Corp., succeeding Walter G. Scott, resigned.

Nathan David Appointed To Cunningham Vacancy On FCC's Legal Staff

APPOINTMENT of Nathan H. David, secretary to FCC Chairman James Lawrence Fly, to the Law Department of the FCC to fill the vacancy created by the call to active service of James D. Cunningham, was approved Nov. 23. Action was taken upon recommendation of General Counsel Telford Taylor.

Mr. David

Mr David's appointment is for the duration of Mr. Cunningham's active Army service. Mr. Cunningham, a principal attorney assigned to broadcasting, was called last month for active duty in the Judge Advocate General's office, as a captain in the Reserve Corps. His leave from the FCC is for a year, but his post as principal attorney is being retained.

Mr. David assumed his duties as secretary and assistant to Chairman Fly in Oct. 1939. A graduate of Yale in 1934 with highest honors, he stood fourth in his class when graduated from Harvard Law School three years later. Prior to joining the FCC, he was with the Boston law firm of Burns & Brandon. As secretary to Chairman Fly his salary was $4,000. The Law Department assignment carries a $5,200 annual stipend. Mr. David will not assume his new duties until a successor has been selected.

Mullen Honored

A SCORE of Washington newspaper executives and broadcasters Nov. 22 attended a luncheon in honor of Frank E. Mullen, recently appointed NBC vice-president and general manager. Host at the informal session was Frank M. Russell, NBC Washington vice-president. Among those present were Fleming Newbold and Sam Kauffmann, business executives of the *Washington Star*; Mark Foote, president, Gridiron Club; Felix Belair, president, Washington Correspondents Assn.; Harold Hinton, president, Overseas Writers; Lyle Wilson, chief, United Press Washington Bureau; James L. Wright, chief, Washington Bureau, *Buffalo Evening News*; Neville Miller, NAB President; Harry C. Butcher, CBS Washington Vice-President; Earl Godwin and Baukhage, NBC Washington commentators; K. H. Berkeley, manager, WRC-WMAL; John Dodge, sales manager, WRC-WMAL; Oswald Schuette and Robert Pritchard, of the RCA Washington branch.

KMBC Names Brown

EDWIN BROWN, formerly of WREN, Lawrence, Kan., has been named director of education of KMBC, Kansas City, according to an announcement by Karl Koerper, KMBC managing director. Brown assumes the post left by Kenneth L. Graham, who resigned after three years to become assistant manager of the Herald Publishing Co., Independence, Mo. He is a 1938 graduate of Kansas U, receiving an A.B. degree, and has continued his school work since then.

The BASIC
TEST
THE best yardstick for measuring our worth as radio station representatives is the steady progress in the national field of every radio station we represent.
The average increase during 1939 was 17% over 1938 in business contracted through our office. This year the gain will be even greater.
RESULTS COUNT MOST
WEED
AND COMPANY
NEW YORK · DETROIT
CHICAGO · SAN FRANCISCO
RADIO STATION REPRESENTATIVES

Meet the LADIES

MARIE-THERESE LENOIR

A BUSY little girl is Marie-Theresa Lenoir, of CKAC, Montreal. As a regular staff member of the station she is music, transcription and record librarian, pianist-accompanist, soloist and arranger. With several published songs in French to her credit, Miss Lenoir also is featured, along with Roy Malouin, CKAC's singing announcer, on four quarter-hour weekly sponsored by Libby, McNeil & Libby of Canada. In addition she is one-fourth of a local girl quartet that trills regularly on a coast-to-coast hookup. The balance of her time she fills in on the Hammond organ and makes up a daily list of recorded programs.

KWLK Staff Changes

WITH Ralph R. Bryan having been appointed manager of KWLK, Longview, Wash., the station personnel has undergone a revamping. Dorothy Hamilton Atkinson has been made assistant manager, with Billy Cunningham, formerly announcer-engineer, elevated to production manager. Larry Curd, formerly chief engineer of KYOS, Merced, Cal., has joined KWLK in a similar capacity. Leonard Franklin has joined the station as sales and service division manager. Thelma Bryan, the new manager's bride, is publicity director and traffic manager. Formerly Thelma Ramsey of Veronia, Ore., she was married to Mr. Bryan Nov. 3.

Appointments at KATE

E. L. HAYEK, owner-manager of Kate, Albert Lea, Minn., has announced the appointment of Warner C. Tidemann, for the last 2½-years commercial manager of the station, as assistant manager. At the same time Thomas J. Lathrop, formerly sales manager of the Minnesota Radio Network, was appointed commercial manager. Prior to his affiliation with MRN, Lathrop was manager of WJDX, Jackson, Miss., and one time manager of KGGM, Albuquerque, N. M.

Ed Lord to New WALB

EDWARD J. LORD, until recently with WFMJ, Youngstown, O., has been appointed manager of the new WALB, Albany, Ga., 1,000-watt station on 1530 kc, authorized for construction by the FCC last June 25. Originally granted as a daytime outlet with 1,000 watts on 1230 kc., WALB in November was authorized to change its assignment to 1530 kc, fulltime. No starting date has yet been announced by Albany Publishing Co., publisher of the *Albany Herald*, which will be the licensee.

ELPHICKE MANAGER OF CJRC, WINNIPEG

F. H. (Tiny) ELPHICKE, recently manager of CJCA, Edmonton, has been named manager of CJRC, Winnipeg, in a series of staff changes involving several stations in Western Canada. Other stations involved are CJRM, Regina, and CJAC, Calgary.

Mr. Elphicke

The two Transcanada Communications Ltd. stations, CJRC and CJRM, have named All-Canada Radio Facilities as national representative, with Weed & Co. as representative in the United States.

Other management changes include: Victor F. Nielsen, of CJRC, moved to CFAC, Calgary; Gordon Henry, of CFAC, to CJAC; Fred Scanlan, of CJRM, elevated to manager of that station.

New commercial manager at CJRC is P. H. Gayner, formerly All-Canada representative in Winnipeg; Stewart MacPherson, just returned from a special events and sports assignment with the British Broadcasting Corp., will have a similar assignment at CJRC; Jack Dennett, of CFAC, and Stuart MacKay, of CJCA, have joined the announcing staff; Waldo Holden, former theatrical press agent, has joined the sales staff; Hugh Newton, with All-Canada in Winnipeg, is handling continuity and also is sales promotion director; Norm Chamberlin, trade paper representative, has been named publicity and merchandising director. A number of technical changes are planned by CJRC.

Bob Straker, chief accountant of CJRC, has been moved to CFAC, Calgary, as program director, replacing Pat Freeman, who has joined the Royal Canadian Air Force. Fred Luce, CJRC salesman, has been transferred to CJRM, Regina, as has Ken Anderson, accountant. Three CJRC staffman who have entered military service are Ken Cameron, chief studio engineer; Keith McConnell, control engineer, and Hugh Young, special events and sports.

MPPA Elects

MEMBERS of the Music Publishers' Protective Assn. held their annual meeting Nov. 19 at the Astor Hotel, New York, at which time the following directors were elected: Louis Bernstein, Saul Bornstein, Jack Bregman, Dick Murray, Jack Mills, Buddy Morris, John O'Connor, Lester Santly and Herman Starr. General manager of MPPA continues to be Harry Fox, with Walter G. Douglas as chairman of the board.

KSCJ
SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

BEHIND the MIKE

WALTER (Red) BARBER, baseball broadcaster of WOR, Newark, has been named 1940 winner of the Brooklyn Young Men's Chamber of Commerce award for "that young man who has made the largest civic contribution for the betterment of Brooklyn". Cited for his work in boosting Brooklyn through his Brooklyn Dodgers baseball broadcasts this season, Barber was presented a scroll on his *Battle of the Boroughs* program on WOR on Nov. 24. He will receive a medal later this winter and automatically will be entered in the national Junior Chamber of Commerce contest to select the young man contributing most to a local community.

CHARLES CARVAJAL, formerly production manager and chief of the Spanish section of NBC's international division, and until recently assistant director of NBC's international commercial division, has resigned after 11 years with the network to become an independent consultant and producer of radio programs for Latin America.

MEL SAYRE, formerly of KFPY, Spokane, and KMO, Tacoma, has joined KWAL, Wallace, Ida., as news editor. Howard Olsen, new to radio, has joined KWAL as announcer and engineer. Ethel Clayton, program director of KWAL, recently married Rod McArdle, formerly of the station's staff.

HENRY MISSELWITZ, formerly *New York Times* and United Press correspondent in the Far East, has joined KMPC, Beverly Hills, Cal., as news commentator.

LARRY NIXON, former press agent for the Bell Telephone exhibit at the New York World's Fair, has rejoined H. A. Bruno & Associates, New York, public relations counsel. Mr. Nixon at one time handled publicity for WNEW, New York.

RAY McKENZIE, formerly of KBND, Bend, Ore., has joined the continuity staff of KMO, Tacoma.

STUART STEELMAN, of the Songfellows quartet of WHO, Des Moines, is the father of a girl born in mid-November.

VIRGINIA MYERS, secretary to Robert Brewster, Hollywood producer of J. Walter Thompson Co. on the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., has announced her engagement to Loy White, Los Angeles realtor.

PAUL PHILLIPS, CBS continuity writer, New York, is the father of a boy, Michael, born Nov. 14.

WILLARD DAVIS, KRKD, Los Angeles, announcer, is the father of a girl born Nov. 17.

TOMMY SMITH, program manager of WPEN, Philadelphia, who teaches radio production at Temple U., has been appointed assistant producer of the U. of Pennsylvania's annual "Mask & Wig" show.

MYRON FOX, program director of KDYL, Salt Lake City, and a captain in the 413th Infantry Reserve, is to start active Army duty Dec. 5 at Fort McArthur, San Pedro, Cal.

BY WOODBURY, musical director of KDYL, Salt Lake City, and Don Ray have written a new theme for his *Music By Woodbury* feature, which has been accepted for publication by Broadcast Music Inc.

MILT BERKOWITZ, news editor and announcer of WNBC,, New Britain, Conn., has returned to work after being hospitalized with a leg infection.

Stork Over Tulsa

SUNDAY appears to be Stork Day to announcers of KTUL, Tulsa, Okla. In a period of five Sundays, dating from mid-October to late November, three KTUL announcers became fathers of boys. First was Carlyle Stevens, KTUL production manager. Two Sundays later Don O'Brien, sportscaster, became the father of a boy. And two Sundays after that Jack McElroy, KTUL special events man, was presented with another boy.

LEE McLENDON, formerly with stations in Texas, Louisiana and Nebraska, has joined the production staff of KROW, Oakland, Cal. He replaces John Moore, resigned.

J. LESTER MALLOY, formerly of KSAN, San Francisco, recently was added to the announcing staff of KJBS.

Billy Jones

BILLY JONES, 53, who with the late Ernie Hare was a member of the pioneer radio team, the "Happiness Boys", on Nov. 23 died of a heart attack on Broadway in New York. Jones and Hara sang together from 1920, when they made records for the Brunswick studios, until 1939 when Hare died of pneumonia. The team first broadcast in 1921 on WJZ, New York, and later on WEAF, New York, under various sponsors. Recently Jones, accompanied by Jim Brennan, had been presenting the *Billy Jones Review*, half-hour Sunday program on WMCA, New York, under sponsorship of Sachs Furniture Store, New York. The radio script for the Nov. 24 program was found in Mr. Jones' pocket upon his death and was rewritten and broadcast that day in the form of a memorial program.

DARWIN DEYOE, formerly of KFBI, Wichita, Kan., has joined the announcing staff of KWBG, Hutchinson, Kan.

JOHNNIE O'HARA, sportscaster of KWK, St. Louis, for the last five years, in November signed a five-year contract with the station. O'Hara has handled play-by-play broadcasts and sports reviews for Falstaff Brewing Co. on the station.

JIM POOL, of the press department of KGO-KPO, San Francisco, recently wrote the words and Music to a song "Blue Sea, Blue Sky" introduced on KPO and NBC Red network Nov. 27 by Paul Martin's orchestra.

BILL BLAKE, formerly of the *Wheeling* (W. Va.) *Intelligencer*, has joined WHIS, Bluefield, W. Va., as head of the publicity and promotion department.

LLOYD ANDERSON, formerly of WHIO, Dayton, O., and KXOK, St. Louis, has joined the announcing staff of KMOX, St. Louis.

LLOYD D. CHAPMAN, formerly handling assignments in both the traffic and news departments of KDKA, Pittsburgh, has been named day news editor of the station. Francis Fitzsimmons handles the night news desk.

BOB HITE, formerly of WXYZ, Detroit, and WEXL, Royal Oak, Mich., has joined the announcing staff of KWK, St. Louis.

CARLOADS OF SOAP EACH WASHDAY! That's as close as we can come to translating into every-day terms the staggering amount of soap used by OUR FAMILY.

MORE IMPORTANT to you than just soap is the huge, ready-to-buy market that OUR FAMILY represents . . . a market that embraces Kansas and all adjoining states . . . 2,380 marketing communities . . . 1,238,890 radio homes whose spendable income is now at new peaks.

MOST IMPORTANT to you is the fact that the friendly voice and neighborly personalities of WIBW dominate this market . . . translating the listener loyalty of OUR FAMILY into *sales for you.*

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

··Now Operating Full Time··
POWER OF 1000 WATTS
KFRO
LONGVIEW, TEXAS
Voice of East Texas

1940 cash income in East Texas exceeds 1939 —thanks to oil, agriculture, manufacturing, livestock.

This vast empire of 1,000,000 people can best be reached by KFRO, East Texas' only regional station.

For complete market information consult our National Representatives or James R. Curtis, Longview, Texas.

COVER *East Texas from the* CENTER

PHILLIP RUSH, formerly of WHB, Kansas City, has joined the announcing staff of KSAL, Salina, Kan. Other additions to the KSAL staff include Mary Jeanette Bachtold, Chet Gowen and Elizabeth Coggeshall.

BILL RIEMER has joined the announcing staff of WCNW, Brooklyn. The WCNW announcing staff also includes Ray Baker, Addy Amor, Herb Kaufman and Joe Bostic.

ELDEN SHUTE Jr., program director of WCOU, Lewiston, Me., recently married Jane Rafnell.

GENE D'ACCARDO, new to radio, and Raymond Scott, formerly of Curtis Aircraft, have joined the announcing staff of KTRB, Modesto, Cal.

YVES BOURASSA, formerly program director of CKAC, Montreal, has joined the production office of Radio Programme Producers. He is succeeded by Henry Letondal. Ferdinand Biondi, of the CKAC production staff, has been named chief of the department, and Bernard Goulet, formerly announcer of CHLP, Montreal, has joined his staff. Marcel Sylvain has joined the announcing staff, now headed by Roy Malouin. Armand Gravel has been named office staff manager.

PAUL LANGFORD, formerly of KMPC, Beverly Hills, Cal., has joined the announcing staff of KRKD, Los Angeles.

JOHN MOVENSON has joined WIP, Philadelphia, as relief announcer while Lee Vines vacations in Florida.

B. S. BERCOVICI, news commentator formerly of New York Broadcasting System, has joined WSAY, Rochester, N. Y., as news commentator for a series of twice daily programs, sponsored by National Clothing Co., Rochester.

REILAND QUINN, formerly manager of KYA, San Francisco, has been named program director of the station by Manager Harold H. Meyer. He replaced Richard Ellers, who resigned Dec. 1 to take a production post at KQW-KJBS.

BEVERIDGE ELECTED
Leads State Senate Race by a Plurality of 67

ALBERT J. BEVERIDGE jr., special events announcer of WIRE, Indianapolis, and son of the late Senator, finally was elected to the Indiana State Senate in a virtual photo-finish that involved his announcing his seeming defeat on the air. Unofficial returns, broadcast by Beveridge over WIRE, direct from election counting headquarters, indicated his defeat. But the official tally showed him a winner by 67 votes.

Now there has been a demand for a recount in the race and the question of who won is up in the air again.

Newspaperman, magazine editor, and interested in political affairs, Beveridge has been with the Indianapolis station nearly four years, handling special events pickups, occasional staff announcing and newsroom work. Announcing his own defeat on the air, he then had the radio station for which he works carry the news of his election and later the account of a recount demand.

DARLEAN COLVIN, formerly of Heintz-Pickering & Co., Los Angeles agency, has been made secretary to Wilbur Eickelberg, sales manager of the Don Lee Broadcasting System, that city. Helvi Roos has been appointed secretary to Sydney Gaynor, commercial manager of KHJ, Los Angeles key station of that network.

MARY MASON, home economic director of WRC-WMAL, Washington, will be honored Dec. 7 at a fifth birthday party for her *WRC Home Forum* program. A special 45-minute morning broadcast, originating in the Earle Theatre, will feature Allan Prescott, Lynn Allison, Gene Archer and Morgan Baer and his studio band, along with variety acts. NBC also will be host at a Dec. 4 luncheon in honor of Miss Mason. The station is offering listeners $50 in prizes for the best letters on why the *Home Forum* is preferred listening.

DON NAYLOR, production manager of WGST, Atlanta, Ga., is the father of a girl born in mid-November.

JACK WORMSER, NBC Hollywood sound effects man on the *Fibber McGee & Molly Show*, sponsored by S. C. Johnson & Son (wax products), has returned to his network duties after a major operation.

JOHN RANDALL, formerly heard as announcer for Drake U radio programs, has joined the announcing staff of KSCJ, Sioux City, Ia. Irma F. Coffron, formerly of WLOL, Minneapolis, has joined KSCJ as music librarian, succeeding Helene Norris, who resigned to marry Marrill Workhoven, announcer of KSOO, Sioux Falls, S. D., early in December.

DAVID VAILE, formerly chief announcer of KYA, San Francisco, and production manager of KROD, El Paso, Tex., has joined the announcing staff of KOA, Denver. He replaces Bob Young, who has entered military service.

GARNETT MARKS, member of the Paramount News voice staff and before that aide to Arch McDonald in announcing 1939 baseball on WABC, New York, has joined WKRC, Cincinnati, as newscaster and sports announcer.

DICK TEELA, production director of KSO-KRNT, Des Moines, on Dec. 1 is to join the production staff of CBS in New York. Mary Ingram has been named head of the KSO-KRNT traffic department and Eddie Truman head of the music and transcription department.

FRANK BURGER, formerly of WIS, Columbia, S. C., and WOL, Washington, has joined WAOV, Vincennes, Ind., as announcer and continuity writer.

HAL TATE, formerly Chicago correspondent of BROADCASTING and radio writer, on Nov. 22 was appointed central editor of *Boxoffice* Magazine, motion picture trade paper. Mr. Tate succeeds Gene Rich, who has joined the exploitation staff of Metro-Goldwyn-Mayer, Chicago.

LORETTA DWYER, formerly of the sales department of NBC Chicago, has been named secretary to J. J. Neale, newly appointed radio director of Blackett-Sample-Hummert Inc., Chicago.

KEN BURKARD, formerly of KLS and KROW, Oakland, has been added to the announcing staff of KRE, Berkeley, Cal.

MEL GALLIART, formerly of KVFD, Fort Dodge, Ia., has joined the announcing and production staff of WLS, Chicago.

FRANCES PIKE, traffic manager of KYA, San Francisco, resigned Dec. 1.

RALPH VON LEHMDEN, idea man and designer of studio building displays for WGN, Chicago, recently won a $100 award for his oil painting submitted at the 51st annual exhibition of American Paintings and Sculpture at the Art Institute, Chicago.

GENE D'ACCARDO, new to radio, has joined the news reporting staff of KTRB, Modesto, Cal.

ELMER HANSON and George Chance of KFJM, Grand Forks, N. D., are conducting series of lectures on radio script and continuity writing at North Dakota U.

DON WILSON, Hollywood announcer on the NBC *Jack Benny Show* and *Maxwell House Coffee Time* program, both sponsored by General Foods Corp., on Nov. 19 married Peggy Kent in Van Nuys, Cal.

MINERVA PIOUS, comedienne on the CBS *Texaco Star Theatre*, sponsored by Texas Co., has been signed by Paramount Pictures Corp. for a major role in the film "Road to Zanzibar", which co-stars Dorothy Lamour, Bob Hope and Bing Crosby.

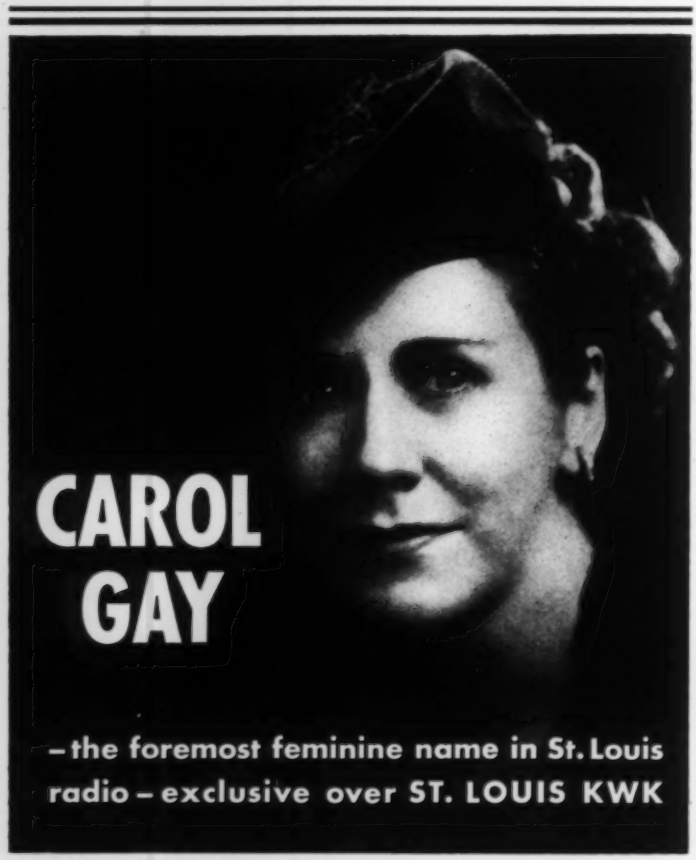
JOHN B. HUGHES, KFRC, San Francisco, news commentator, portrays a similar role in the forthcoming Warner Bros. film, "Meet John Doe", now in production.

JOE HASELBERGER, of the mail department of WGN, Chicago, on Nov. 30 married Harriet Linaweaver.

PAUL FOGARTY, free lance writer and actor, has rejoined WGN, Chicago, as producer and announcer.

H. ARTHUR BROWN, program director of KROD, El Paso, Tex., on Nov. 23 appeared as guest conductor at the Juilliard School of Music, New York. He flew to New York Nov. 19, immediately after the opening concert of the El Paso Symphony Orchestra, of which he is permanent conductor.

GENE GOLDBACH, formerly of Charles H. Dowd Inc., Toledo agency, has joined George Logan Price Inc., Los Angeles production unit, as account executive.



JUST after the knot was tied Clete Robert, special events announcer of KIDO, Boise, Ida., and his bride, the former Lois D. Ritter, beam at friends in the Redwood Room of Sun Valley Lodge, where they were married at midnight in November.

BILL STERN, NBC New York sports announcer, will spend a month in Hollywood, broadcasting the USC-Notre Dame game Dec. 7 and the Pasadena Rose Bowl game New Year's Day.

CATHERINE DE COSTA, of KLS, Oakland, Cal. and Russ Strickland were married recently.

CARL NELSON, announcer of CBS Chicago, is convalescing from an appendectomy.

PHYLLIS LOUDEN and Paul West of the KSFO production staff are to be married in San Francisco Dec. 7.

TED MEYERS, KFI-KECA, Los Angeles, announcer, and Mary Alice Kirk, radio singer, were married Nov. 15 in Glendale, Cal.

HENRY NIGRELLI, announcer of WPTF, Raleigh, N. C., has been named public relations director of the station.

MATTHIAS (Jack) WEIS, former movie director, playwright and artist, on Thanksgiving Day started his Santa Claus program for the sixth consecutive year on WIL, St. Louis, the 16th annual Santa Claus feature for the station.

LYNN WILLIAMS, formerly announcer and program director of the Marshall studios of KFRO, Longview, Tex., resigned Nov. 30 to join KELD, El Dorado, Ark. He is succeeded at KFRO by J. G. Turner, formerly of KFYO, Lubbock, Tex.

ELDON CAMPBELL, special events director of WOWO-WGL, Fort Wayne, Ind., has returned to work following an appendectomy.

MARVIN YOUNG, NBC director of Woodbury's *Hollywood Playhouse* and John Nesbitt's *Passing Parade*, has been promoted from captain to major in the U. S. Army Reserve Corps. Major Young recently returned to Hollywood after a period of active service at the Presidio in San Francisco.

KAY HALLE, socialite commentator of WGAR, Cleveland, is making an air tour of South America, visiting Mexico City, Lima and Santiago. From each of the cities visited she is airmailing a transcription of her air column for subsequent broadcast on WGAR.

WAYNE MACK, chief announcer of WGAR, Cleveland, is the father of a boy born recently.

FRED TEMPLE, announcer of WFIL, Philadelphia, has resigned because of ill health.

WALLY SHELDON has returned to the announcing staff at WCAU, Philadelphia, after a season at WSAN, Allentown, Pa.

JACQUES DESBAILLETS, producer in charge of commercial programs for the Montreal studios of the Canadian Broadcasting Corp., has been appointed to the CBC Overseas Unit in Great Britain.

GEORGE ADAMS, formerly of KRMD, Shreveport, and WSGN, Birmingham, has joined the announcing staff of WALA, Mobile, Ala.

BOB KESTEN, free-lance announcer at CKCL and CFRB, Toronto, is the father of a girl born in October.

JAMES MONROE, announcer of KCMO, Kansas City, has been named head of the station's news department. James Coy, KCMO program director, on Nov. 17 married Betty Ann Painter, free-lance radio actress.

NBC Washington Promotions

RECENT promotions in the NBC Washington studios include: Appointment of E. William Young, formerly of the New York office, as manager of the Radio-Recording Division; Ross Filion, to production supervisor; Thomas E. Knode to newsroom chief, succeeding William R. McAndrew, appointed News Editor of BROADCASTING; Bryson Rash, to acting night supervisor during the absence of Charles C. Barry on two months leave to promote Mile o' Dimes campaign in connection with the President's Birthday Ball. Louis E. Whyte, former Washington newspaperman, goes into the newsroom.

ROBERT HENDERSON, of NBC news and special events, New York, is the first NBC employee called for active duty, thus receiving NBC's first "service severance" check. A senior grade lieutenant in the Naval Reserve, Mr. Henderson reported Dec. 1 at the Naval Air Station, Pensacola, Fla.

Air Power

JOE DILLON, who announced the recorded *Night Club of the Air* program on WPEN, Philadelphia, was pulling the listeners' legs when he told about a proposed football game between WPEN announcers and the ushers at Franklin Field, U of Pennsylvania stadium. He said admission to the game would be 50 cents or a pair of old socks. He little reckoned that any listener would take him seriously, but his mail to date has brought 200 50-cent pieces and three pairs of old socks.

WEW Expands Staff

SEVERAL staff additions to WEW, St. Louis, are announced by Nick Pagliara, station manager, as part of the St. Louis station's expanding commercial program. Mr. Pagliara, who recently took over the helm, coming from WCHS, Charleston, W. Va., reports the addition of Ted White, recently with WIL, St. Louis, to the sales department; Frank Mahon, sportscaster; Ernest Harszy, staff musician. Father W. A. Burk, S.J., faculty director, also announces three students engaged as part-time announcers.

OSCAR C. HIRSCH, operator of KFVS, Cape Girardeau, Mo., has applied to the FCC for a new 250-watt station on 1500 kc. in Cairo, Ill.

IT SAYS HERE WE'RE PURTY HOT STUFF!

In a recent state-by-state tabulation of U. S. business conditions published by "Business Week", North Dakota is one of only two states in the whole country showing gains (for the first half of 1940, over the first half of 1939) in all eight important business indices! For example, our farm income is up 39%—passenger car sales, 32%—heavy construction, 35%—household refrigerator sales, 25%.

Yes—business is good in North Dakota—better than good in the rich Red River Valley centered by Fargo. And WDAY, in Fargo, is the only station covering the whole valley! Need we say more?

WDAY, INC.

N. B. C.

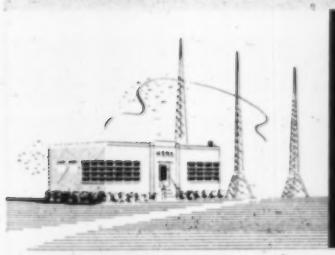
FARGO, N. D.

940 K. C. . . 5000 WATTS DAY—1000 NIGHT

Affiliated with the Fargo Forum

FREE & PETERS, Nat'l Representatives

Directional over New York



Now! 5000 WATTS DAY and NIGHT

WBNX

YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

Merchandising & Promotion

News in Cabs—Old-Timer—Ladies First—Power Jump—Street Singers—Santa's Pattern

EVERY week 15,000 folders are placed in Indianapolis taxicabs by WFBM. First page covers football news, with a little ad for Wonder bread. An inside spread carries a schedule of broadcasts. The last page offers a personality sketch of a WFBM announcer. Distribution of the taxi folders was started in October.

* * *

Football Frolic

BILLBOARDS, jointly used by a KROW sponsor and a hotel from which the program originates, are used to promote the *Friday Football Frolic* over the Oakland station. Sponsored by McCauley's men's wear shop catering to collegiate trade, the program is announced by Phil Ray, who for this purpose calls himself "The Friday Night Quarterback." The program is an informal variety show of interviews with coaches, players, sports columnists, and a football quiz with college students. Originating at the Claremont Hotel in Berkeley, home of the U of California, the program is centered at the Friday dances of college students on the eve of the football games.

* * *

Kansas Tabs

PRESENTING findings of Prof. H. B. Summers survey of the Kansas radio audience for 1940, WIBW, Topeka, has published a plastic-bound 50-page book on the fourth annual study of Kansas listeners [BROADCASTING, Sept. 1]. The book, using color profusely in maps and page decorations, has an ingenious system of index tabs and includes a WIBW promotion message.

Northwest Drive

MERCHANDISING men and executives of North Central Broadcasting System met recently in Minneapolis for conferences with chiefs of Warren's Inc. and Gerald S. Beskin Agency to lay plans for a NCBS merchandising drive for Balm Aloha Hand Lotion. The promotion is carried on in conjunction with *I Want a Divorce* on NCBS and the NCBS participating show, *Housewives' Bureau of Information*. Under the plan, claimed as an innovation in radio, five field men for the regional network, which covers Minnesota and North and South Dakota, will contact retail outlets throughout the Northwest, establishing dealers and taking orders for the product.

* * *

Portrait of a Plug

AS A NOVEL piece of direct-mail advertising for Vick Chemical Co., WQXR, New York, is mailing subscribers to its monthly program booklet a facsimile sheet of the copy for a Vicks spot announcement on the station, reproduced exactly as it would be used on the air, on the stationery of Morse International, New York, the Vick agency. The copy is marked with the announcer's accents and pauses to give the subscribers a "behind the scenes" glimpse of radio.

Richfield Anniversary

RICHFIELD OIL Co., Los Angeles, sponsoring the six-weekly quarter-hour *Richfield Reporter* on 6 NBC-Pacific Red stations, Sunday through Friday, 10-10:15 p.m. (PST), on Nov. 26 observed its 3,000th broadcast. Event was saluted by NBC with a special half-hour program titled *Nine Million Words*, which followed the *Richfield Reporter*, and related the story of newscasting and also included recreations of highlights from broadcasts of the past nine years. Don E. Gilman, NBC western division vice-president and executive of Richfield Oil Co. also participated which was preceded by a banquet. Richfield has sponsored the program since April 20, 1931. John Wald and Don Forbes are currently the co-commentators. Wayne Miller of Hixson-O'Donnell Adv., Los Angeles agency, is editor and writer of the broadcast.

* * *

Latin Service

PRINTED in red, white and blue, NBC has published a 16-page presentation promoting its commercial broadcast service to Latin America, directed by Lunsford P. Yandell. The presentation, prefaced with a commendatory letter from Secretary of State Hull, develops through picture and text a survey of the Latin American market available to U. S. advertisers. Hailing NBC's international broadcast service as "the new sales ambassador to Latin America" and emphasizing the thesis that "No one has a greater stake in Latin America than goodwill", the brochure presents testimonials from present commercial sponsors, including Standard Oil Co. of New Jersey and Hotel Astor, along with population and market figures for all the Latin American countries. An arresting feature of the presentation is a heavy plastic map-overlay tracing beams of NBC transmissions.

* * *

Nashville Book

REPLETE with lists of contest winners, advertising participants, products and merchandising projects, WSM, Nashville, has compiled a plastic-bound promotion book following up the recent "As Advertised on WSM Week". Copies of the brochure were sent to all concerns participating in the special promotion.

For New Product

MAMA MIA OIL Co., New York (edible oils), has set up a subsidiary company in taking over the sponsorship of Nathen Fleischer, Jewish news commentator heard nightly on WDAS, Philadelphia. Going after the Jewish markets for the first time, the Sunshine Edible Oil Co. was formed to market a new product, Sunshine Peanut Oil. The WDAS sales department not only sold the account direct but arranged distribution, at the same time creating a carton design. Through Perloff Bros., distributors for Mama Mia vegetable oil products in Philadelphia, WDAS arranged for the distribution of the new Sunshine Peanut Oil at more than 600 Penn-Mutual grocery stores in the territory. In addition, arrangements are being made to have the product distributed at independent Jewish grocery stores. The news period is sponsored nightly at 9 p. m. for 15 minutes. For his Sunday period, Fleischer has been sponsored by the Penn-Maid Dairy Products, Philadelphia sour cream company.

* * *

Meeting Two Ladies

TO GIVE local advertisers and prospective sponsors an introduction to two women program conductors, WOR, Newark and WGN, Chicago, on Nov. 28 and 29 arranged an exchange of programs whereby Bessie Beatty, who conducts the *Martha Deane* program on WOR, traveled to Chicago to broadcast there locally on WGN, and WGN's June Baker journeyed to New York to broadcast locally on WOR.

The WOR promotion department had planned to mail various Chicago advertising executives alarm clocks set to ring at the time of the *Martha Deane* program on WGN. A bright WOR employe, however, called attention to the fact that the loud tickings might cause a bomb scare if sent from New York, so the clocks had to be bought in Chicago and delivered by telegraph messengers.

* * *

Raleigh Boost

AS ONE feature in publicizing its increase in power to 50 kw., WPTF, Raleigh, N. C., is using 21 outdoor billboards for a month. Done in tri-color red, the displays are placed along strategic highways of the State. The designs for the billboards, which center about the increased wattage, are to be used as a design base for WPTF's Christmas cards.

WFBL

SYRACUSE

Dept. Store Advertising UP 35% on WFBL

Hits New Time High

During the first ten months of this year, Syracuse Department Stores have increased their time with WFBL 35% over last year's record expenditures. Now they are spending more money . . . buying more time because WFBL has brought them paying results *day after day!*

Choice of Syracuse and Central New York's listeners by every check—WFBL continues to bring more people into more stores . . . sell more merchandise.

Consider this proof by local department stores . . . stores that keep active check on results every day. Let WFBL help you reach more people . . . increase your sales. Write or wire WFBL, Syracuse, New York, or Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

for
CENTRAL ILLINOIS

Good things come in pairs. (1) One of America's three richest agricultural markets. (2) One of America's best sectional radio stations. Try WJBC. 1200 Kilocycles — 250 W.

WJBC

BLOOMINGTON, ILL.

1000 watts on 600 k.c. means COVERAGE in Canada's rich Pacific Coast area. That's the story of

CJOR
Vancouver, B. C.
National Representative
Joseph Hershey McGillvra

SPIRIT of generosity overwhelmed W. R. Christian (left), salesman of WSAI, Cincinnati, just before he took off for a trip to Atlanta, and he carried along a big loaf of Rubel's Heidelberg rye bread presented by Dick Bray, conductor of the Rubel sidewalk program on WSAI. Frankie and Johnnie (center and right), Carroll Furniture Co. sidewalk commentators for a program on WGST, sent Bray an alarm clock from their sponsor. Both ceremonies were broadcast.

WCKY's Carolers

GARBED in 16th Century costumes, the Christmas Carolers of WCKY, Cincinnati, are making regular appearances all over the city in street corner sings. The singers, using the public address system of the WCKY Studio Plane, are sent out by WCKY as a goodwill service in cooperation with local business men's groups. The city council granted blanket permission to use downtown and suburban street corners for the concerts. The "Talking Santa Claus" of the station also is appearing at luncheon clubs, hospitals, orphanages, and various meetings. Helen Rees, WCKY woman's program director, is planning her own Christmas party, to be held Christmas morning in the Hotel Gibson roof garden, at which toys supplied by listeners will be distributed to several thousand underprivileged children.

* * *

Australian Map

MACQUARIE NETWORK, Sydney, has issued a large sized wall outline map of Australia which shows the various units of that network. A limited number have been sent to the United States for agency distribution through the network's representative, Dr. Ralph L. Power, Los Angeles.

* * *

WFIL Tieups

WFIL, Philadelphia, has added the *Evening Bulletin* and the *Daily News* to its time-for-space arrangements with local newspapers. Swap deals were made earlier with the *Evening Ledger* and the *Philadelphia Record*, and the station now uses all but one of the local newspapers, the *Inquirer*.

A ONE-MAN SHOW
Parts of All Sorts Taken by WSPD Santa Claus

BEGINNING the day after Thanksgiving, Lew Williams annually becomes Santa Claus for 11 days on WSPD, Toledo. For 13 years his one-man program has been sponsored on the station by LaSalle & Koch Co., local department store, which this year is devoting a complete store window to the Santa Claus buildup, supported by radio announcements and newspaper advertising.

Story and sequence are worked out weeks in advance by Mr. Williams. Following substantially the same simple pattern since the beginning, the first broadcast is from the North Pole, with Santa packing his sleigh, including a miniature transmitter. During the succeeding 10 days Williams takes the part of all sorts of characters, from the Queen of the Dolls to the Captain of the Tin Soldiers and the wooly dog, in a series of adventures culminating with the finish of the trip from the North Pole to LaSalle & Koch's Toy Town.

* * *

Ladies Days

FOLLOWING UP its morning wire feature, *In the Woman's World*, United Press has announced the first of a series of brochures to be made available to stations for contacting prospective sponsors. Other brochures are to be published weekly until every feature of UP service has been presented. Back of each folder provides space for station imprint.

Breakfast Music

FIVE symphony albums are to be awarded by WGAR, Cleveland, to listeners sending in the best letters on "Why I like 'Music for Breakfast'." The contest is designed to stimulate interest in good music during early morning hours and promote the half-hour morning show, *Music for Breakfast*.

BROCHURES

NAB Bureau of Radio Advertising—No. 9 in its series of "Results from Radio" studies, covering radio's use by Omar Milling Co., Omaha; Owl Drug Stores, Muncie, Ind.; Broadway Department Store, Los Angeles; H. Leh & Co., Allentown, Pa., department store.

CBS—Folder promoting *American School of the Air* programs to Central and South America; folder "The tenth year . . ." presenting facts on the *Church of the Air*, starting its tenth year.

NBC—NBC-Red advertising reprint, featuring red cellophane underlay to carry out theme, "Look at Your Listening Audience Through Red-Colored Glasses."

NBC-Blue—Folder "Around the World With the Travelling Cook," promoting Richard Kent's programs of foreign recipes.

TRANSRADIO PRESS SERVICE—Letters and telegrams from broadcasters praising election coverage.

YANKEE-COLONIAL NETWORK—Election coverage brochure, "News While it is News".

THE TOWN HALL Inc., New York—Eight-page illustrated program schedule for 1940-41 Town Hall meetings.

ARE YOU HOPING FOR ORDINARY (Ky.) PROFITS?

Ordinary, Ky., is not a great sales center. Ordinary (and hundreds of other Kentucky hamlets) is just *too small* to present a profitable market for most manufacturers. On the other hand, *Louisville* is a MILLION-BUYER market—makes more purchases than any other market in the State! To this *buying* audience WAVE presents the pick of N. B. C. programs, plus the best local entertainment available. Let us tell you more!

LOUISVILLE'S WAVE
INCORPORATED
5000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

5000
WATTS FULL TIME
CBS
Tulsa's
KTUL
FREE & PETERS, INC., Exclusive National Representatives

4th Year Bell Attraction

"BYRON PARKER AND HIS BLACK DRAUGHT HILL BILLIES . . . IS A FOUR BELL ATTRACTION IN FIVE STATES . . ." (Liberty, Nov. 16, 1940)

"The Old Hired Hand" Received 4264 ORDERS FOR SONG BOOKS AS A RESULT OF AN OFFER MADE OVER WIS OCTOBER 20, 1940. AT 25c PER BOOK, LISTENERS SENT IN $1066.00 IN TWO WEEKS.

LONG THE LARGEST MAIL PULLER ON WIS, WITH A RECORD OF 11,421 PIECES OF MAIL ON ONE QUARTER HOUR, WE TAKE PLEASURE IN COMPLIMENTING THE OLD HIRED HAND ON HIS FOURTH CONSECUTIVE FIFTY-TWO WEEK RENEWAL BY HIS SPONSORS, CHATTANOOGA MEDICINE COMPANY.

THE LIBERTY LIFE STATION
WIS
NBC
560KC
COLUMBIA, S.C.

N. B. C. RED
560 K. C.

FREE & PETERS, INC.
Exclusive National Representatives

5000 WATTS DAY
CP 5000 WATTS NIGHT

Drop ASCAP Case

MOTION to dismiss the complaint brought against ASCAP in March, 1940, by six members of Staatlich Genehmigte Gesellschaft der Autoren, Komponisten und Musikverleger (AKM) has been filed in New York Supreme Court for hearing Dec. 17, according to Herman Finkelstein of Schwartz & Frolich, ASCAP counsel. Plaintiffs claim in their suit that they have received no payment from AKM since the German anschluss in 1938, when AKM was taken over by STAGMA, German organization similar to ASCAP, and are seeking a judgment for $58,000 representing the money owed to AKM by ASCAP, which licenses AKM music in this country [BROADCASTING, April 1].

More Ears Per Dollar

Only ears count in radio. The owners of the thousands of WAIR ears gladly "shell out" for products advertised on—

WAIR

Winston-Salem, North Carolina

National Representatives

International Radio Sales

TRANSCRIPTIONS

COMPLETELY restyled for clarity and effectiveness of design and content is the October, 1940 edition of Columbia Recording Corp.'s catalog of Masterworks and Popular records. The catalog includes an effective system of cross reference and special sizes of the type to distinguish titles of selections, composers, performers and names of compositions in reverse sides of records. Prepared by Ernest Werner, of CRC's sales promotion department, the edition has three-color cover designed by Alex Steinweiss of CRC.

CONSTANCE HOPE Associates, New York, has been appointed to handle all publicity activities of Columbia Recording Corp., New York and Bridgeport, following the resignation of Hal Davis, former publicity agent for CRC. Constance Hope and Alan Keyes will handle the account, including the CRC Reviewer's Service, Popular, Masterworks, and Okeh records, reporting directly to Patrick Dolan, CRC director of sales promotion in Bridgeport.

EDWARD SLOMAN PRODUCTIONS, Hollywood, which entered the transcription producing field with *Adventures of Pinocchio*, has taken over sales distribution of that series from Radio Attractions. Mr. Sloman is setting up a distributing organization to market the serial, as well as two new transcribed shows, *In His Steps* and *This Thing Called Love*. Sam Martin Kerner has been made sales manager, with Joe Corey, eastern field manager. Sales executives for other territories will be announced.

NBC RADIO - RECORDING Division is preparing a series of 156 recorded programs featuring Stella Unger, "Your Hollywood Newsgirl", for thrice weekly presentation on a 52-weekly basis. Titled *Hollywood Headliners*, the series includes a special record of opening and closing announcements with an advance record of five-minute sales presentation by Miss Unger. Subscribers to NBC *Thesaurus* are receiving a "bonus" of eight programs in the series for broadcast on a sustaining or sponsored basis.

HARRIS RADIO PRODUCTIONS, new Hollywood production unit, has been established at 8268 Sunset Blvd., with Leon Harris as general manager, and Wallace Brosse in charge of contacts. Specializing in live and transcribed shows to order, the firm also has established a dramatic and vocal coaching department, under direction of Mrs. Harris.

CHARLES MICHELSON, New York transcription firm, has installed its Porto-Playback transcription machines as part of the equipment used by the sales staffs of WLTH, New York; WMCA, New York; WSJS, Winston-Salem, N. C.; WSTV, Steubenville, O.; KCMO, Kansas City; KFRO, Longview, Tex.; KGNC, Amarillo, Tex.; KRE, Berkley, Cal. The following advertising agencies also have purchased the portable transcription units for use in their radio departments: Lynn Baker Co., McCann-Erickson, J. W. Pepper, Frederic W. Ziv, Cincinnati.

TO PROMOTE a special series of articles on England by Ralph Ingersoll, editor of *PM*, New York daily newspaper, the publication used a total of 270 spot announcements for the four-day period from Nov. 17-20 on New York stations WMCA, WNEW, WQXR, WINS, WHN, WAAT, WEVD, WOR, through Compton Adv., New York.

DAVIS, SCHWEGLER LEAVE DISC FIRM

WITH Kenneth C. Davis and Paul Schwegler having withdrawn from active participation in Davis & Schwegler, Los Angeles tax-free music transcription production service, Herbert H. Aronson, formerly vice-president, has been elected president and general manager. Although Davis & Schwegler will continue as stockholders in the firm, they will have no participation in its policies. Davis is resuming his law practice in Seattle, while Schwegler will devote his time to other interests. Aronson announced that it is his intention to improve the Davis & Schwegler transcription library service. He is now actively engaged in reorganizing the company.

Although no announcement was made, it is reliably reported in Hollywood that Davis has disposed of his interest in the proposed Keystone Broadcasting System. The latter organization, it was said, is being reorganized with ample financial backing by a group of well-known West Coast financiers who propose to place the transcription network in operation shortly after the first of next year. Spokesman informed BROADCASTING unofficially that 103 stations were ready to join the proposed transcription network, having signed contracts to that effect.

Ruling of Highest Court In Record Case Awaited

THE U. S. Supreme Court is expected to announce in mid-December its decision on whether it will review the case of RCA Mfg. Co. against Paul Whiteman, WBO Broadcasting Corp. (operator of WNEW, New York) and Elin Inc. Petitions of RCA and Whiteman for a writ of certiorari were filed Nov. 13 [BROADCASTING, Nov. 15] and served Nov. 18, with WNEW expected to file an opposing brief before the 20-day answering period has expired.

The Whiteman petition was prepared by Maurice J. Speiser, general counsel for the National Assn. of Performing Artists, which has handled Whiteman's part in the case from its inception. WNEW's brief will be prepared by Stuart Sprague of Crawford & Sprague and Col. J. M. Hartfield of White & Case, who were retained by NAB to handle the station's appeal in the U. S. Circuit Court of Appeals.

On Nov. 25 the U. S. Supreme Court refused to allow NAPA and the American Federation of Musicians to file briefs in the case as amicus curiae. Motions filed by these organizations were approved by Whiteman but not by RCA, and the court does not generally accept such motions unless they are agreed to by both parties, it was stated.

Spanish Translation Service

FOR RADIO advertisers interested in developing markets in and trade with Latin-American countries, a Spanish translation service has been organized by the Spanish Language Center at 292 Madison Ave., New York. Evaristo Corredor and Hernando Silva, co-directors of the Center, will direct a staff of translators in assisting advertising agencies and other clients in the preparation of scripts and spot announcements for shortwave broadcasting.

KYW

RED Network Station in PHILADELPHIA

goes

50,000

WATTS

Serving 10,000,000 listeners in the Nation's *third* market

WESTINGHOUSE RADIO STATIONS

Represented Nationally by NBC Spot Sales Offices

SAVE $2!
SAVE $2!
SUBSCRIBE BEFORE JAN. ONE!

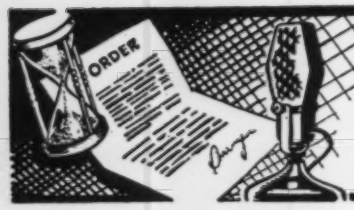
GOOD NEWS for BROADCASTING readers! Yes, it's the very best news when you can get more than twice as many issues of your favorite trade publication at the same old price.

That's your reward for promptness . . . if you subscribe, or renew, your current subscription before January 1.

Before January 1	After January 1
$3, one year	$5, one year
$5, two years	$8, two years

including YEARBOOK Number

Did you know that for $1.50 you can send a Christmas gift worth $5.00 to each of your friends in Radio? Here's how it's done. Enter 10 or more Christmas gift subscriptions at the special rate of $1.50 per subscription (including 52 issues and YEARBOOK Number). We'll acknowledge your gift to each recipient with an attractive Christmas card. Send your list in today.



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WEEI, Boston

Stephano Bros., Philadelphia (Marvel cigarettes), 7 *sp* weekly, thru Aitkin-Kynett, Phila.
Thoren's Inc., New Hyde Park, Long Island, 3 *t* weekly, thru Samuel C. Croot Co., N. Y.
Flexo-Glass Mfg. Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Rival Packing Co., Chicago (dog food), *sa* series, thru Charles Silver & Co., Chicago.
General Motors Corp., Detroit (Chevrolet), *sa* series, thru Campbell-Ewald, Detroit.
Musterole Co., Cleveland (proprietary), *sa* series, thru Erwin, Wasey & Co., N. Y.
Whipple Co., Natick, Mass. (mince meat), *series*, thru Leonard Etherington Adv., Boston.
Plymouth Rock Gelatine Co., Allston, Mass., *sa* series, thru John W. Queen, Boston.
Phila. & Reading Coal & Iron Co., Phila., *sa* series, thru McKee & Albright, Phila.
R. G. Sullivan Inc., Manchester, N. H. (7-20-4 cigars), *sa* series, thru Broadcast Adv., Boston.
P. A. Starck Piano Co., Chicago, *sp* series, thru George H. Hartman Co., Chicago.
Boston & Maine Railroad, Boston, *sa* series, thru Harold Cabot & Co., Boston.
Maryland Pharmaceutical Co., Baltimore (Rem), *ta* series, thru Joseph Katz Co., Baltimore.

KSO-KRNT, Des Moines

Miller Cereal Mills, Omaha, *sp* series, thru Allen & Reynolds, Omaha.
American Dairy Assn., Chicago, *sa* series, thru Lord & Thomas, Chicago.
U. S. China Co., *sp* series, thru Presba, Fellers & Presba, Chicago.
Marlin Firearms Co., New Haven, *ta* series, thru Craven & Hedrick, N. Y.
Friday Inc., New York (magazine), *sp* series, thru H. C. Morris & Co., N. Y.
G. E. Conkey Co., Cleveland (feed), *sa* series, thru Rogers & Smith Adv. Agency, Chicago.
Reid, Murdoch & Co., Chicago, (food), *sa* series, thru Rogers & Smith Adv. Agency, Chicago.
Iowa Soap Co., *sp* series, thru Weston-Barnett, Des Moines.
Grove Labs., St. Louis, *sp* series, thru Russell M. Seeds Co., Chicago.
Walter H. Johnson Candy Co., Chicago, *sp* series, thru Franklin Bruck Adv. Co., N. Y.

WBBM, Chicago

C. A. Briggs Co., Cambridge (H-B Cough Drops), 32 *sa*, thru Horton-Noyes Co., Providence.
Smith Bros., Poughkeepsie (cough drops), 5 *sa* weekly, thru J. D. Tarcher & Co., N. Y.
Dutch Mill Candy Shops, Chicago, weekly *sp*, thru Goodkind, Joice & Morgan, Chicago.

CKAC, Montreal

Lambert Pharmacal Co., Toronto, *sp* series, thru Lambert & Feasley, N. Y.

CFCF, Montreal

Imperial Tobacco Co., Montreal (cigarettes), hockey series, thru Whitehall Bcstg., Montreal.
Canadian Industrial Alcohol Co., Montreal (anti-freeze), football series, thru Ronalds Adv. Agency, Montreal.
Reliable Toy Co., Toronto, 2 *t* weekly, thru Ronalds Adv. Agency, Montreal.
Alka-Seltzer Co. of Canada, Toronto, weekly *t*, thru Cockfield, Brown & Co., Montreal.
Liberty Weekly of Canada, Toronto, weekly *t*, thru Cockfield, Brown & Co., Toronto.
Art Metal Works, Toronto, daily *sa*, thru Cecil & Presbrey, N. Y.
National Drug & Chemical Co., Montreal (proprietary), *sa* series, thru A. McKim Ltd., Montreal.
Carleton & Hovey, Lowell, Mass. proprietary), daily *sa*, thru McConnell, Eastman & Co., London, Ont.
Lambert Pharmacal Co., New York (Listerine), weekly *t*, thru Lambert & Feasley, N. Y.
John Labatt Ltd., Toronto (ale), 5 *sp* weekly, thru J. Walter Thompson Co., Toronto.

KYA, San Francisco

United Packing Co., South San Francisco, 3 *sp* weekly, thru United Adv. Agency, San Francisco.
Southern Pacific Co., San Francisco (rail), weekly *sa*, thru Lord & Thomas, San Francisco.
William Wise School of Aeronautics, Seattle, 3 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
Gardner Nursery Co., Osage, Ia., 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

WICC, Bridgeport, Conn.

Chrysler Corp., Detroit (Dodge), 51 *sa*, thru Ruthrauff & Ryan, N. Y.
H. D. Foss Co., Boston (Cynthia Sweets), 26 *sa*, thru C. MacDonald, Boston.
Burnham & Morrill, Portland, Me. (beans), 52 *sa*, thru Lavin Co., Boston.
Church & Dwight, New York (soda), 52 *sa*, thru Brooke, Smith, French & Dorrance, N. Y.

WHN, New York

P. J. LeRoy, New York (piano lessons by mail), 7 *sp* weekly, 13 weeks, direct.
Naborhood Service, Boston, 3 *sa* weekly, 13 weeks, thru Edmund S. Whitten, Boston.

WOWO-WGL, Fort Wayne

E. I. Dupont de Nemours & Co., New York (Cel-O-Glass), 18 *sa*, thru BBDO, N. Y.
Oyster Shell Products Corp., New Rochelle, 52 *sa*, thru Brown & Thomas, N. Y.
National Refining Co., New York, 26 *sp*, thru Sherman K. Ellis & Co., N. Y.
Luden's Inc Reading, Pa. (cough drops), 85 *sa*, thru J. M. Mathes Inc., N. Y.
Dr. W. B Caldwell Inc, Monticello, Ill. (proprietary), 10 *sa* weekly, thru Sherman & Marquette, Chicago.
Compagnie Parisienne, San Antonio (perfume), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
Kroger Grocery & Baking Co., Cincinnati, 261 *sp*, thru Ralph H. Jones Co., Cincinnati.

KYW, Philadelphia

C. A. Briggs Co., Cambridge, Mass. (H-B Cough Drops), 3 *sa* weekly, thru Horton-Noyes, Providence, R. I.
American Dairy Assn, Chicago (milk), 3 *sa* weekly, thru Lord & Thomas, Chicago.
R. J. Reynolds Tobacco Co, Winston-Salem, N. C. (Camels), 5 *sa* weekly. thru William Esty & Co., N. Y.
Jests Inc., Brooklyn (candy), 3 *ta* weekly, thru Joseph Katz Co., N. Y.
Vick Chemical Co., New York (cough drops), 3 *ta* weekly, thru Morse International, N. Y.

WIND-WJJD, Chicago

I. Lewis Cigar Mfg. Co., Newark (John Ruskin), 5 *sp* weekly, 52 weeks, thru Lewis & Tokar, Newark.
William Wrigley Co., Chicago (gum), 5 *t* weekly, 52 weeks, thru Neisser-Meyerhoff, Chicago.
Carson Pirie Scott & Co., Chicago (department store), 14 *sa*, thru McJunkin Adv. Agency, Chicago.
French Lick Springs Hotel, French Lick, Ind., 40 *sa*, thru Ruthrauff & Ryan, Chicago.

WNLC, New London, Conn.

Connecticut Refining Co., Hartford (Benzoline), 6 *sa* weekly, thru Hammer Adv. Agency, Hartford.
Southern New England Telephone Co., New Haven, 45 *sa*, thru BBDO, N. Y.

WDBJ, Roanoke, Va.

Procter & Gamble Co., Cincinnati (Duz), 5 *t* weekly, thru Compton Adv., N. Y.

"Ripley had nothing to do with it . . . I just figured it was more efficient!"

For Montana coverage, Montana Broadcasters, Box 1956, Butte, Montana.

Pd. Adv.

KSFO, San Francisco

America First Committee, New York, 5 *sp*, thru BBDO, N. Y.
American Popcorn Co., Omaha, *sa* series, thru Buchanan-Thomas Co., Omaha.
Beechnut Packing Co., Canajoharie, N. Y. (chewing gum), 5 *sa* weekly, thru Newell-Emmett Co., N. Y.
Blue Ribbon Books, Seattle *sa* series, thru Northwest Radio Adv. Co., Seattle.
Compagnie Parisienne, San Antonio (perfume), 6 *sp*, thru Northwest Radio Adv. Co., Seattle.
Farnsworth Television & Radio Corp., New York (radios), 3 *sa* weekly, thru N. W. Ayer & Son, N. Y.
Flamingo Sales Co., Los Angeles (nail polish), 2 *sa* weekly, thru Milton Weinberg Adv. Co., Los Angeles.
Gas Appliance Society of Cal., San Francisco, *sa* series, thru Jean Scott Frickelton, San Francisco.
Globe Grain & Milling Co., Los Angeles (flour), 5 *t* weekly, thru Dan B. Miner Co., Los Angeles.
Grove Labs., St. Louis, 3 *sp* weekly, thru J. Walter Thompson Co., N. Y.
Langendorf United Bakeries, San Francisco, 7 *sa* weekly, thru Leon Livingston Agency, San Francisco.
Luden's Inc., Reading (cough drops), 3 *sa* weekly, thru J. M. Mathes Inc., N. Y.

KFI, Los Angeles

North American Accident Insurance Co. Newark, 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Pacquin Inc., New York (hand cream), 12 *ta* weekly, thru Wm. Esty & Co., N. Y.
Bulova Watch Co., New York (timepieces), 14 *sa* weekly, thru Biow Co., N. Y.
Beaumont Labs., St. Louis (4-Way cold tablets), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Vick Chemical Co., Greensboro, N. C. (cough drops), 3 *ta* weekly, thru Morse International, N. Y.
Mission Packing Co., Los Angeles (packed glazed fruits), 7 *ta* weekly, thru Dana Jones Co., Los Angeles.
Marlin Firearms Co., New Haven (razor blades), 3 *sa* weekly, thru Craven & Hedrick, N. Y.

KECA, Los Angeles

Safeway Stores Inc., Oakland (fresh produce), 18 *ta* weekly, thru J. Walter Thompson Co., San Francisco.
Institute of Applied Science, Chicago (correspondence school), weekly *sp*, thru Matteson-Fogarty-Jordan Co., Chicago.
Mission Packing Co., Los Angeles (packed glazed fruits), 13 *ta* weekly, thru Dana Jones Co., Los Angeles.
U. S. Playing Card Co., Cincinnati (cards), 76 *ta*, thru J. Walter Thompson Co., N. Y.
Hammond Instrument Co., Chicago (Solovox), 5 *ta* weekly, thru George H. Hartman Co., Chicago.

WVFW, Brooklyn

National Refund Co., Chicago, 7 *sa* weekly, 13 weeks, direct.
Air Conditioning Training Corp., Youngstown, weekly *sp*, thru National Classified Adv. Agency, Youngstown.

KOA, Denver

Plough Inc., Memphis (Penetro), 6 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.
Merchant's Biscuit Co., Denver, 6 *sa* weekly, thru Ball & Davidson, Denver.

WINS, New York

Tailored-Silk Undergarment Co., New York (Trillium lingerie), 2 *sa* weekly, 6 weeks, direct.

KXOK, St. Louis

Folger Coffee Co., San Francisco, 5 *t* weekly, thru Lord & Thomas, N. Y.

Radio Advertisers

REX COLE and the distributors and dealers of General Electric Co.'s refrigerators and appliances throughout the country, on Nov. 20 took over sponsorship of *Americans All-Where Are You From?*, weekly half-hour program on WOR, Newark, formerly sponsored by Mission Dry Corp., Los Angeles. The program features Dr. Henry Lee Smith of Brown U guessing where various members of the studio audience are from by their speech habits, with Allen Kent as m.c. Commercials promote Christmas specials such as GE washers, refrigerators and automatic coffee makers. The program may be expanded to the Mutual network later this winter, according to Maxon Inc., New York, agency in charge.

RESTLAND MEMORIAL PARK and Graceland Memorial Park, cemeteries in New Jersey, have signed 39-week contracts with WHN, New York, to sponsor the *Bowery Mission* program, now heard Mondays 9-10 p.m. The cemeteries also sponsor a 39-week series of transcribed Biblical plays on WHN, Sundays, 12:30-1 p.m. Agency is Green-Brodie, New York.

WASHINGTON FURNITURE Co., Los Angeles (retail), frequent user of radio time, in a four-week campaign ending Dec. 13 is sponsoring a thrice-weekly quarter-hour program, *News Analyst*, with Henry Misselwitz, commentator, on KMPC, Beverly Hills, Cal. Firm is also sponsoring a five-minute transcribed musical program, five times weekly on that station. Uhl Service Adv., Los Angeles, has the account.

VIRGINIA DARE Ltd., Toronto (chain specialty shops) on Nov. 17 started a quarter-hour Sunday afternoon musical and fashion program on CFRB, Toronto, as a test and plans to expand after January. Account placed by Ellis Adv. Co., Toronto.

PILSEN BREWING Co., Chicago (Yusay Pilsener beer), on Nov. 22 renewed for 13 weeks its Sunday quarter-hour portion of the *Lithuanian Hour* featuring St. Louis Looie on WHIP, Hammond, Ind.

MILES LABORATORIES Ltd., Toronto (Alka-Seltzer), on Nov. 25 started *Public Opinion* at a Montreal theatre with theatre audience participating on CFCF, Montreal. Account placed by Cockfield Brown & Co. Ltd., Toronto.

DOMINION Art Metal Works, Toronto, for Ronson Lighters, has started a Christmas campaign of spot announcements on nine Canadian stations. Account was placed by Cecil & Presbrey, New York.

HENRY K. WAMPOLE & Co., Perth, Ont. (cod liver oil), has started three weekly spot announcements to run until April, 1941, on 31 Canadian stations. Account was placed by J. J. Gibbons Ltd., Montreal.

INSTITUTE OF APPLIED SCIENCE, Chicago (correspondence school), national user of spot radio, in a 13-week campaign started Nov. 15 is sponsoring a weekly quarter-hour anti-crime series with Nick Harris, celebrated Pacific Coast detective, as commentator. Agency is Matteson-Fogarty-Jordan Co., Chicago.

WDZ, Tuscola, Ill., on Nov. 18 started *The Barton Family*, six-weekly quarter-hour dramatized program, sponsored by McConnon & Co., Winona, Minn. (household necessities). Agency is McCord Co., Minneapolis. Consolidated Drug Trade Products, Chicago (Peruna), on Nov. 20 started thrice-week quarter-hour programs featuring Red Belcher, staff entertainer. Benson & Dall, Chicago, is agency.

RELIABLE Toy Co., Toronto (dolls) started on Nov. 15 transcribed show *Story Time Lady* three times weekly on CFRB, Toronto; CFCF, Montreal; CJOR, Vancouver; CKY, Winnipeg; CKCO, Ottawa; CFAC, Calgary, Alta., CKLW, Windsor, Ont.; CHSJ, St. John, N. B. Account was placed by Ronalds Adv. Agency, Toronto.

BABCOCK BROS., Denison, Tex., operating 24 auto accessory stores in Texas and Oklahoma, has started a thrice-weekly quarter-hour musical program on KGKO, Fort Worth. Contract for 156 programs was signed by Ferguson Co., Dallas.

GIRARD INVESTMENT CO., Philadelphia, is sponsoring quarter-hour daily participation in the *Musical Clock* morning feature of KYW, Philadelphia. Agency is May Advertising Inc., Philadelphia. Standard Vitamin Corp., New York (Candicod), is sponsoring twice weekly the daily Ruth Welles program on KYW, through Al Paul Lefton Co., Philadelphia. Charles Gulden Inc., New York (Gulden's Mustard), is sponsoring the transcribed quarter-hour *Gulden Serenaders* twice weekly on the station, through Charles W. Hoyt Co., New York.

Dept. Store on WFIL

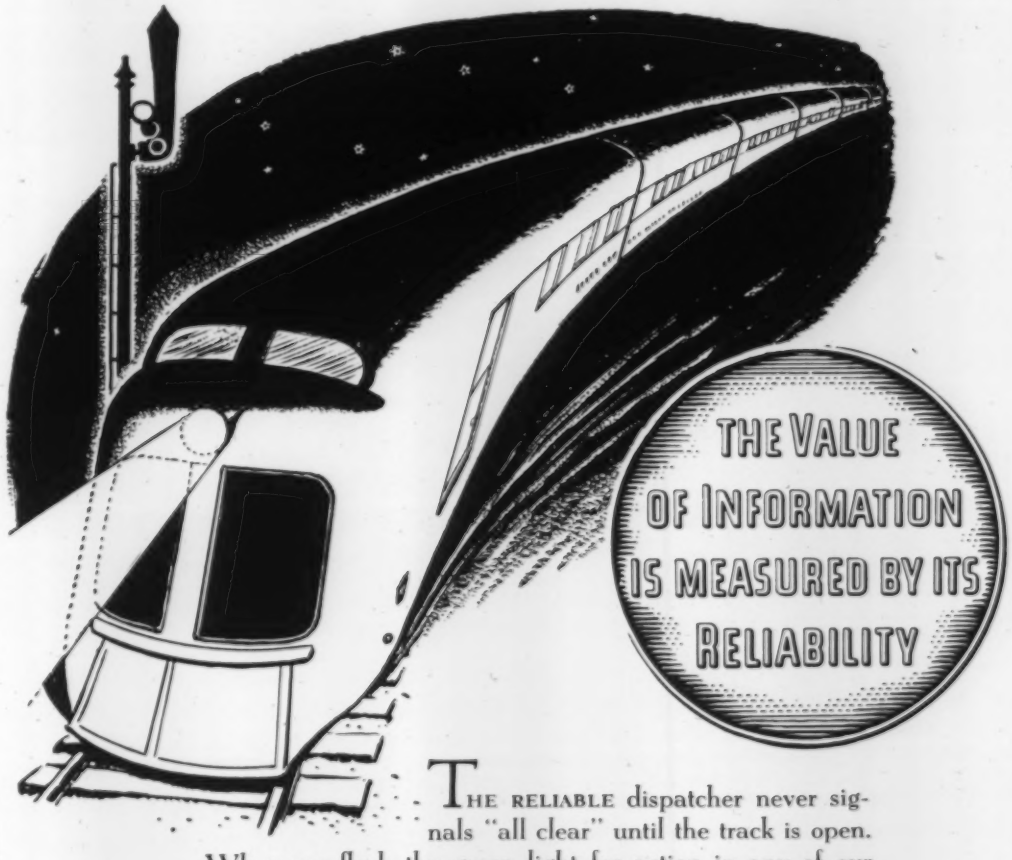
WFIL, Philadelphia, in adding Frank & Seder to its program schedule, now boasts three Philadelphia department stores among its sponsors. The new account has bought a spot announcement campaign in addition to a five-minute newscast five times a week. Strawbridge & Clothier is using announcements while Lit Brothers has an ambitious schedule calling for 6½ hours a week.

W. K. BUCKLEY Ltd., Toronto (proprietary) on Nov. 15, started a campaign of spot announcement and five-minute and quarter hour programs on 24 Canadian stations, to run until April, 1941. Account was placed by Richardson-MacDonald Adv. Service, Toronto.

WASHINGTON STATE Adv. Commission, Yakima, Wash. (apples) recently renewed for four weeks its participation on the Fletcher Wiley *Housewives Protective League* on KNX, Hollywood. Account placed through J. Walter Thompson Co., San Francisco.

GOOD HUMOR ICE CREAM Co., Los Angeles (southern California home delivery service), out of radio for some time, in a two weeks test campaign which ended Nov. 29, used participations five times weekly in the combined *Happy Homes, Eddie Albright* and *Let's Play Bridge* programs on KHJ; *Mirandy's Garden Patch, California Kitchen, Bridge Club* and *Note Book* on KFI; and *Homemaker's Catalogue* on KGB. In addition, the firm sponsored the daily five minute commentary, *Seven Top News Stories*, on KNX. Western Adv. Agency, Los Angeles, has the account.

CHAPMAN ICE CREAM Co., Los Angeles (chain stores), through Ted Dahl Adv. Agency, that city, in an eight-week test campaign ending Jan. 3 is sponsoring participation five times weekly on the juvenile program, *Uncle Harry*, on KMPC, Beverly Hills, Cal. Firm is planning extensive use of Southern California radio time during the winter. Wilson Packing Co., Los Angeles (Tender Made ham), through Brisacher, Davis & Staff, that city, in a 13-week campaign ending Feb. 3 is sponsoring participation five times weekly in the *Chef Milani* program on KMPC.

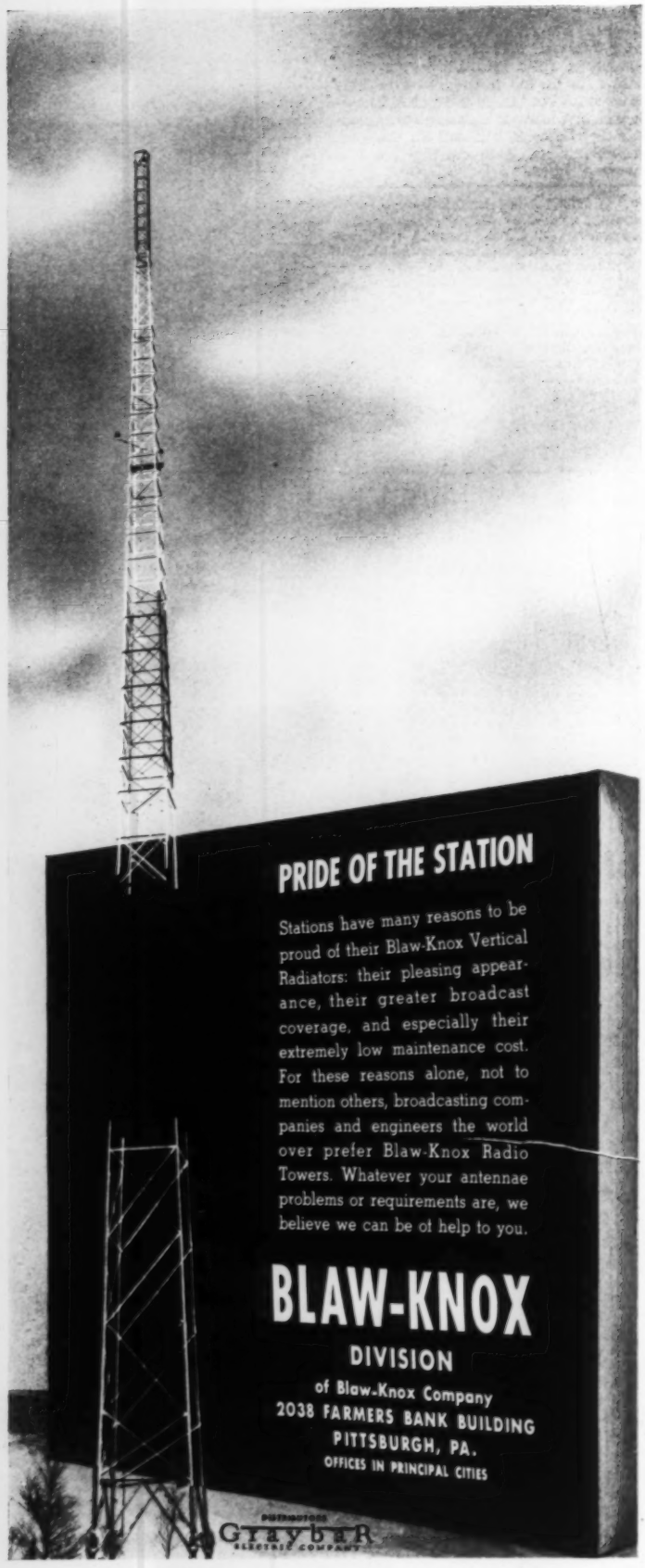


THE RELIABLE dispatcher never signals "all clear" until the track is open. When we flash the green light for action in any of our markets, we feel certain that conditions justify the advertiser in following our recommendations.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave	341 Madison Avenue	New Center Building	455 Paul Brown Building	Chamber of Commerce Bldg	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 4154	Prospect 3584	Douglas 3188


PRIDE OF THE STATION
Stations have many reasons to be proud of their Blaw-Knox Vertical Radiators: their pleasing appearance, their greater broadcast coverage, and especially their extremely low maintenance cost. For these reasons alone, not to mention others, broadcasting companies and engineers the world over prefer Blaw-Knox Radio Towers. Whatever your antennae problems or requirements are, we believe we can be of help to you.
BLAW-KNOX
DIVISION
of Blaw-Knox Company
2038 FARMERS BANK BUILDING
PITTSBURGH, PA.
OFFICES IN PRINCIPAL CITIES
DISTRIBUTORS
Graybar
ELECTRIC COMPANY

ALBERT V. DeFOSSET, who formerly operated his own advertising agency, has been appointed to the advertising staff of Seiberling Rubber Co., Akron, O., to handle the firm's radio advertising, along with newspaper and direct mail. He succeeds D. J. Brady, who is opening an Akron office as manager for a Chicago printing company.

JACK BALENTINE, Long Beach, Cal., sales representative of Los Angeles Pacific Macaroni Co., has been appointed sales manager, with headquarters in Los Angeles.

LOUIS A. HUMAS has been made vice-president and general sales manager of Meyenberg Milk Products Co., San Francisco, and is directing all marketing operations of the firm, including advertising and sales. He was formerly Pacific Coast director of the evaporated milk industry under the Agricultural Adjustment Administration.

MORTON M. SCHWARTZ, former assistant general sales manager of Universal Camera Corp., New York, has been appointed advertising manager of Blackstone Products Co., New York, currently using a test campaign of spot announcements on stations in New York for its household remedies.

EDWIN D. AXTON, 67, chairman of the board of Axton-Fisher Tobacco Co., Louisville, consistent user of radio, has resigned "to take a rest", as he expressed it. Mr. Axton succeeded his brother, the late Wood F. Axton, as president in 1935, and in 1939 became chairman of the board as the last member of the company's original ownership and executive staff.

Educational Survey

"COLONEL BILL" GALLEHER, educational director of WFIL, Philadelphia, who directs the activities of 34,000 members of WFIL's 324 Lone Ranger Clubs and maintains continual contact with Philadelphia and suburban public, parochial and private schools, has announced the result of a post card survey of NBC's *Music Appreciation Hour*. In the Southeastern Conference (Philadelphia and suburbs), 66 schools used the program as against 85 schools which did not during the 1939-40 season. For the current season, 122 schools are using the program, with 22 not using it, an increase of 100% over last year. Of the schools not using the program, 90% are those that close at 2:15 p. m. on Friday afternoon.

This survey, says Galleher, indicates that NBC might consider using an earlier hour for the program.

WEMP
Goes
NBC BLUE
January 1
C. J. LANPHIER, Manager
Empire Building, Milwaukee

Frequency Signal Curtailed by Fire

Bureau of Standards Using New Temporary Service

TEMPORARY curtailment of standard frequency broadcast service of the National Bureau of Standards in Washington was announced by the Radio Section of the Bureau in mid-November, following destruction of its standard frequency station WWV by fire on Nov. 6.

A temporary transmitter has been established in another building on the outskirts of Washington and reduced service already has begun. The restricted service, the Bureau said, will continue for "some months". As rapidly as possible the Bureau proposes to establish a new permanent station to provide more fully than in the past standard frequencies receivable at all times throughout the country. These will include standard radio frequencies, standard seconds pulses, and the standard of musical pitch, 440 cycles per second. During the time in which the temporary transmitter is used, these additional services will not be available.

Accuracy Continues

The temporary transmitter is transmitting the frequency 5 mc. per second (5,000 kc.), every day except Sunday, from 10 a. m. to midnight. The service is continuous-wave only, with telegraphic code announcements of the call letters WWV every 20 minutes. Accuracy of the frequency, used as the national standard, is the same as in the past, or better than one part in 10 million.

A 1-kw. transmitter is being used and is reasonably received at all distances up to 1,000 miles from Washington in the middle of the day. The distance range increases after about 4 p. m. (EST) until at night the broadcast is receivable throughout the United States. The Bureau explained that sometimes at night it may be difficult to receive the signal at distances between 50 and 500 miles, while it is easy to receive it beyond 500 miles. In the spring the daytime distance range will decrease, dropping to about 500 miles in the summer.

Sues CBS, Wrigley

SUIT seeking injunction, accounting of profits and damages for the alleged infringement of Phil Stong's book *Career*, was filed Nov. 15 in New York Federal Court by the writer against CBS and Wm. Wrigley Jr., Chicago. Plaintiff claims that the defendants used parts of his book from July 9, 1939-Oct. 1, 1939, on the Wrigley program *Gateway to Hollywood*.

WFBG
ALTOONA, PA.
• NBC RED
• 250 WATTS
• FULL TIME OPERATION
• RAILROAD SHOPS ON FULL TIME SCHEDULE
WFBG provides the only full coverage of the Altoona trading area.

IN THE SHADOW of a gigantic inflated "baby" erected in a downtown park, E. K. Cargill (center), president and manager of WMAZ, Macon, Ga., interviews Macon's champion cry baby—in real life W. A. (Red) Burkett, president of the Macon Junior Chamber of Commerce. The blackface nurse is Roy Gandy, Jaycee vice-president, who registers solicitude in keeping with the occasion. Mr. Cargill was chairman of the committee which staged the pre-Christmas "Crying Baby" contest for local merchants as a prelude to the annual Christmas parade. The entire affair, which featured the huge inflated figures used on Broadway by Macy's, was broadcast by WMAZ, using both its mobile unit and public address system.

Three Offices Opened By WGN Artist Bureau

OFFICES for the newly-established WGN (Chicago) Concert & Artist Bureau have now been set up in New York at 745 Fifth Ave., in Chicago at 441 N. Michigan Ave., and in Hollywood at the Roosevelt Hotel. The bureau, which will handle concert bookings as well as general radio and stage artists, will not announce its complete list of artists until mid-December. First management deal was the Carnegie concert Nov. 29 for Sascha Gorodnitski, pianist.

Austin Wilder, formerly of Columbia Concerts, is director in charge of the bureau's Chicago office, while Ted Carr, formerly of the American Guild of Musical Artists, is manager in New York. Hollywood director is Victor Kendall. Paul H. Stoes, independent concert manager, will head the sales department in the eastern territory, and Reymond Taylor has charges of sales in Chicago. The bureau, as a division of WGN, MBS affiliate in Chicago, plans to work with Mutual's expansion of concert and opera broadcasts.

Vogt Meat Renewals

F. G. VOGT & SONS, Philadelphia (meat) renewed for another year the Betty Jordon home economy program Fridays for 15 minutes on KYW, Philadelphia, and a live spot campaign on four additional stations in Eastern Pennsylvania and Southern New Jersey. The renewals include thrice-weekly spots on WCAU, Philadelphia, six-weekly on WFIL, Philadelphia, two-weekly on WBAX, Wilkes-Barre, Pa., and weekly on WBAB, Atlantic City. Agency is Clements Co., Philadelphia.

AGENCY Appointments

HECKER PRODUCTS Corp., New York, to Maxon Inc., New York, effective Dec. 12, for cereal division, including H-O oats, Cream Farina and Force. Company currently sponsors transcribed serial *Superman* on about 15 stations. Account executive will be Duane Jones.

LEA & PERRINS, New York, consistent user of spot radio, to George Bijur Inc., New York, for advertising of Worcestershire sauce. No plans have been made as yet.

JELSERT Co., Chicago (food products), and Burgess Seed & Plant Co., Galesburg, Mich. (nursery), to Cecil & Presbrey, Chicago. Radio plans not definite at present.

P. LORILLARD & Co., New York (Old Gold cigarettes), to J. Walter Thompson Co., N. Y.; (Beech Nut cigarettes), continues with Lennen & Mitchell, N. Y.

EASTERN AIR LINES, New York, to Campbell-Ewald Co. of New York, effective Dec. 1.

PHILADELPHIA GAS WORKS Co., Philadelphia (burners), to Ivey & Ellington, Philadelphia. The company has used radio in the past.

FAWN SOAP LABS., Philadelphia and New York, to Adrian Bauer Adv. Agency, Philadelphia.

WILBUR-SUCHARD CHOCOLATE Co., Lititz, Pa., to Gray & Rogers, Philadelphia.

ANDERSEN-SMITH MILLING Co., San Francisco (Double Check dog food), to Gerth-Knollin Adv. Agency, that city. Advertising plans now being formulated.

LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets and Kris Bits, dry cereals; Breakfast Cup, coffee substitute; soy bean products), to Gerth-Knollin Adv. Agency, Los Angeles and San Francisco. Currently sponsoring *Bess Bye* on KFRC; participation in *Sunrise Salute* on KNX, and spot announcements on KQW.

KOENIG MEDICINE Co., Chicago (nerve sedative), to Frankel-Rose Co., Chicago. No plans for radio at present.

FAIRYFOOT PRODUCTS Co., Chicago (foot remedies), to Lane, Benson, McClure, Chicago. Radio to be used.

AURORA LABS., Chicago (Clear-Again), to Neisser-Meyerhoff Inc., Chicago.

RICH HEART CHICAGO CO., (flour), to Sehl Adv. Agency, Chicago. Radio will be used.

AMERICAN CYANAMID Co., New York, to J. M. Mathes, New York, for household products department of Calco chemical division. No plans have been made as yet.

MAURY LOWELL, program producer of Benton & Bowles, New York, where he handled such programs as *When a Girl Marries, Lincoln Highway* and *Strange As It Seems*, has resigned to organize his own independent production office to handle package shows. According to Mr. Lowell, the address has not yet been selected and no announcement of the programs to be represented will be made until early in December.

KWKH Business BOOMS!!

New programs, both local and network, sustaining and commercial, break all fall records on KWKH. Business is booming and wide awake advertisers are taking advantage of KWKH's powerful 50,000 watts and rich Tri-State market. Make your time reservations now!

50,000 Watts

A SHREVEPORT TIMES STATION

KWKH

Represented by The Branham Co

CBS

Shreveport Louisiana

FM Auto Tests

(*Continued from page 18*)

tricity before you hand your dime to the collection officer. This wire usually kicks up a terrific raucus in AM receivers, but the FM receiver betrayed nary a click.

And so back to Manhattan's steel towers and elevated structures with FM pouring in better than ever.

What did our trip prove? With no elaborate measuring devices, no charts, no figures, with only the evidence of our ears, the ears of normal radio listeners, we are satisfied that the service of FM to automobile reception is not only feasible but highly advantageous, especially in congested areas where noise levels are high and where broadcast band signals are shielded from the receiver.

'Clear as a Bell'

In the heaviest traffic, among city skyscrapers, under bridges, in areas where miles of earth stand between transmitter and receiver, FM signals pour in undisturbed by static—clear as a bell. The desirability of FM reception on long-distance cross-country trips remains, however, a matter of reasonable doubt, and will remain so until FM's potentialities for rural coverage have been proved and the charge that FM's service area is so narrow as to make continuous mobile listening impractical has been substantiated or refuted.

Good News!

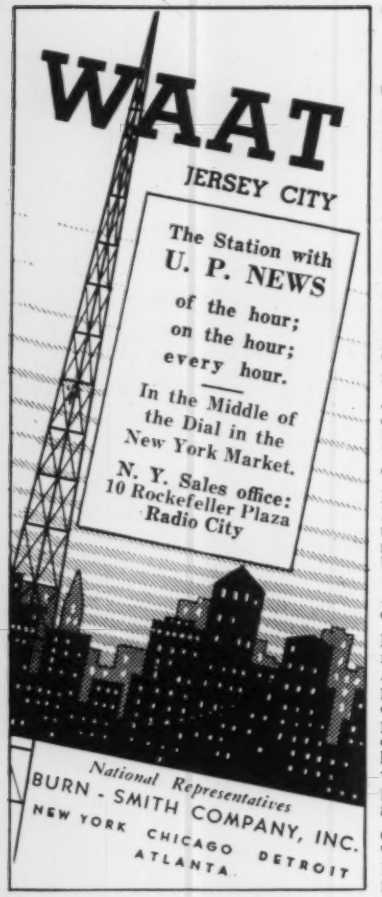
. . . for announcers, news commentators and all others in the radio industry who experience difficulty from time to time in the pronunciation of foreign words. "Key to The Pronunciation of Foreign Words" covers Spanish, Portuguese, French, German, Italian, Hungarian and Russian. Simple phonetics that are easily understood. The International News Service thought so highly of the "Key" that they purchased two hundred copies. In a letter, Mr. George Jones, Jr., of Funk and Wagnalls, says: "This is just about the best thing of its kind we have seen." To get your copy of this indispensable booklet send cash, check or money order for one dollar to Harry W. Pascoe, Radio Station WWNC, Asheville, N. C.

Harry W. Pascoe
Radio Station WWNC
Asheville, No. Carolina

READING TIME
$20.00

It will take you a minute to read this message about Richmond. It can save you $20.00. For a minute on WMBG—the Red Network Station — costs only $15.00—night-time rate. A minute on the other leading Richmond station—night-time rate—costs $35.00—*saving:* $20.00.

WMBG offers you the Red Network audience — 5000 watts daytime — 1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot — other savings in proportion. Before you buy — get the WMBG story. WMBG — NBC Red Outlet — Richmond, Va. ★ National Representative, John Blair Company.



Agencies

MAURICE H. BENT, formerly vice-president and general manager of the Chicago office of Blackett-Sample-Hummert Inc., has been named executive vice-president in charge of operations of the agency's New York office. Creative and production departments of the New York office continue under direction of E. F. Hummert and Mrs. Anne Hummert.

SAMUEL TAUBMAN, who recently purchased the business of Sydney Weiler Adv. Agency, Philadelphia, has leased new offices in the Lewis Tower Bldg. Mr. Taubman was formerly radio director for the agency.

JOE BIGELOW, Hollywood writer of J. Walter Thompson Co., has been shifted to the agency's New York offices for three weeks or more on radio assignments.

HARRY A. BATTEN, president of N. W. Ayer & Son, was appointed to head the public relations committee in Philadelphia for the 1941 United Charities Campaign. John (Jake) Breiel, publicity head for Ayer in Philadelphia, was named executive vice-chairman.

EARL BALDWIN THOMAS, formerly account executive of N. W. Ayer & Son, New York, has been placed in charge of the New York office of McKee & Albright as a vice-president. J. A. McFadden, account executive in the Philadelphia office, has been transferred to New York as vice-president in charge of radio, replacing H. F. Korholz, now doing general executive work for the agency.

GIEZENDANNER Co., Houston, Tex., on Dec. 1 is moving to new and larger quarters in the Southern Standard Bldg.

Mathes Promotes King

WILFRED S. KING, in charge of the radio and motion picture departments of J. M. Mathes Inc., New York, was appointed a vice-president of the agency at a recent meeting of the board of directors. At the same meeting Charles R. Marshall, vice-president, was elected a director of the firm. Mr. King has headed the agency's radio department since 1933 and was formerly radio director of H. W. Kastor & Sons. Mr. Marshall has been with J. M. Mathes Inc. since shortly after its inception in 1933. Prior to that he was with N. W. Ayer & Son.

Mr. King

JOHN B. MORSE, for the last three years an account executive of Blackett-Sample-Hummert, Chicago, on the General Mills account, on Nov. 15 was appointed vice-president of the agency. He is now in full charge of the General Mills business, which was shared by H. M. (Mix) Dancer before his appointment as president of the company on Nov. 1. Continental Illinois National Bank and Trust Co. will also be handled by Mr. Morse.

ARMAND S. DEUTSCH has been named manager of McKee & Albright, Hollywood offices. Ed Gardner is agency producer of the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp. (Sealtest).

HERBERT A. ROBINSON, formerly account executive of Samson Advertising Service, Baltimore, has opened his own agency, H. A. Robinson & Co., in the Munsey Bldg. in Baltimore.

GEORGE W. S. REED has discontinued Westamerica Co., Los Angeles agency, to become promotional director of the Downtown Business Men's Assn., that city.

D. E. McKELLAR has been named Los Angeles manager of Sweeney & James. He succeeds C. B. Ryan Jr., who resigned to join Firestone Tire & Rubber Co., Akron, as manager of pneumatic tire sales.

J. JOSEPH FURTH, formerly with the J. L. Stewart Co., Chicago, has been appointed account executive of Lane, Benson McClure, Chicago.

FRED EDWARDY, formerly of Loma Linda Food Co., Arlington, Cal., has joined Gerth-Knollin Adv. Agency, Los Angeles, as copy writer.

ROBERT O. DAVIS, for two years manager of the San Francisco office of Allied Adv. Agencies, has been named a partner and vice-president in Rufus Rhoades & Co., San Francisco agency. Mr. Davis was in the advertising departments of Hearst newspapers in San Francisco and New York and more recently was with Hearst Radio in Los Angeles. Patricia Prescott Kleps, home economist for The Emporium, San Francisco department store, has joined Rufus Rhoades. Frank Schlessinger, assistant manager of Allied Adv. Agencies in San Francisco, has been promoted to succeed Davis.

HENRY NATHAN, for the last eight years account executive of Rogers & Smith, Chicago, recently joined Cecil & Presbrey Inc., Chicago, in the same capacity. He will handle Jelsert Co. (food products), and Burgess Seed & Plant Co. Both accounts have used radio.

P. E. (Ted) GAILEY, account executive of Glasser Adv. Agency, Los Angeles, having been made a partner, the firm name has been changed to Glasser-Gailey & Co. Grace Glasser is his associate.

KENNETH MILES, formerly account executive of Philip J. Meany Co., Los Angeles agency, has been appointed general manager of Wm. T. Thompson Co., that city (vitamins). Gerth-Knollin Adv. Agency, Los Angeles, continues to service the account.

LESTER FRIEDMAN, formerly with Sales Development Associates, has joined the San Francisco office of Brisacher, Davis & Staff.

ALMON TARANTO, time buyer of Wm. Esty & Co., New York, on Dec. 13 will resign to join the newly formed Ted Bates agency, New York, as radio time-buyer and assistant in handling other media.

ERNEST N. GEORGE, formerly account executive of KRKD, Los Angeles, and KMTR, Hollywood, has joined the John H. Riordan Co., in the former city, in a similar capacity.

JOEY BENET HANAU, formerly in charge of copy and media of Advertising Counselors Inc., Phoenix, and prior to that head of her own agency in that city, has joined L. Raymond Co., Los Angeles, as copy chief and director of radio production. Brent F. Cahoon has also joined the agency as account executive in charge of industrial accounts. He formerly was associated with O. S. Tyson & Co., New York, and prior to that headed his own agency in Tulsa, Okla.

DICK GREEN has been appointed radio director of the Nat C. Goldstone Agency, Hollywood talent service.

Z. WAYNE GRIFFIN, Hollywood producer of BBDO, is the father of a 7 lb. girl, born Nov. 22.

LEO MEEHAN, Los Angeles radio director of Caples Co. has been named manager of that office. He succeeds W. P. Pearre, resigned.

CRUNDALL & LESTER ADV. Co., Los Angeles, has consolidated with W. J. Jeffries Co., and is headquartered at 816 W. Fifth St., under the latter firm name. Under the consolidation Bechely Crundall is production manager. Norman F. Van Matre continues as account executive.

HARRY TATTELMAN AGENCY, Hollywood talent service, has moved to 7904 Santa Monica Blvd., that city.

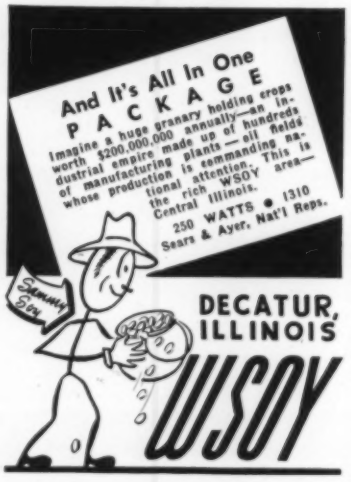
WM. A. INGOLDSBY Co., Los Angeles agency, has moved to 124 W. Fourth St., that city.

RUTH HAMILTON ASSOC., Los Angeles agency, has moved to 230 W. Seventh St.

HOWARD RAY ADV. AGENCY, Los Angeles, recently moved offices to 318 W. 9th St., that city.

HAROLD MARSHALL ADV. Co., formerly Embassy Adv. Co., has moved to 565 Fifth Ave., New York, phone Plaza 3-0404.

5000 WATTS
in
BOSTON
WMEX
70 BROOKLINE AVE., BOSTON, MASS.


And It's All In One
PACKAGE
Imagine a huge granary holding crops worth $200,000,000 annually—an industrial empire made up of hundreds of manufacturing plants—all fields whose production is commanding national attention. This is the rich WSOY area—Central Illinois.
250 WATTS • 1310
Sears & Ayer, Nat'l Reps.
DECATUR, ILLINOIS
WSOY

BBDO RADIO POST IN N. Y. TO KLEIN

HENRY C. KLEIN, formerly radio director of BBDO, Chicago, has been transferred to the agency's New York Office as a radio director assisting Arthur Pryor Jr. and filling the position left open by the recent resignation of Herbert Sanford, who joined N. W. Ayer & Son, New York. Succeeding Mr. Klein in Chicago is his former assistant, James Cominos.

Mr. Klein

With J. Walter Thompson Co., Chicago, from 1930-33, Mr. Klein did production and script writing, handling such talent as Howard Thurston, Olson & Johnson, and The Stebbins Boys for Swift Co., Angelo Patri for Cream of Wheat, and the "Lone Wolf Tribe" for Wm. Wrigley Jr. In 1933 Mr. Klein joined CBS as continuity director of the western division, handling a series of half-hour sustaining programs, including the well-known *Chicago Aflame* and *The Life & Death of John Dillinger*.

From CBS, he moved to Charles Daniel Frey, Chicago, as radio director, and two years later went to BBDO as radio director and producer. In New York, Mr. Klein will work on new program ideas and talent.

HAVING disposed of his interest in the Los Angeles advertising firm of Logan & Rouse, of which he was president, Eugene F. Rouse has established his own agency under the name of Eugene F. Rouse & Co., with offices at 816 W. Fifth St., that city. Although no radio director has been appointed, the firm will handle radio accounts. Associated with Mr. Rouse are Leslie Baird, production manager, and Allen T. West Jr., account executive. Mr. Rouse sold his interest to Dudley L. Logan, who continues to operate under that firm name.

I. E. Biow in Capital

IRVING E. BIOW, cousin of Milton F. Biow, president of the New York advertising agency, Nov. 18 announced establishment of a sales representation office in Washington, to serve businessmen and manufacturers. Mr. Biow has been associated with the Washington office of the Federal Housing Administration as administrative officer to W. D. Flanders, former assistant administrator, and now president of Lawyers Title Corp. of New York. The new firm, located in the Tower Bldg., will supply to its clients information and assistance pertaining to Government purchasing contracts, business analyses as reflected in Washington and general service relating to Government's relations with business and industry.

Rothschild's Agency

CHARLES L. ROTHSCHILD, former vice-president of Gardner-Rothschild, New York, has organized Consolidated Adv. Agency at 505 Fifth Ave., New York. Telephone is Murray Hill 2-6636. Mr. Rothschild will handle all radio accounts and other officers include William R. Stearns, former president of Stearns-Serwer, New York, as vice-president in charge of copy, and L. C. Lee in charge of media.

E. H. Kastor

E. H. KASTOR, 72, secretary-treasurer of H. W. Kastor & Sons Adv. Co., Chicago, died Nov. 18. In the advertising business for 45 years, Mr. Kastor and his brother, Louis, and father, the late Herman W. Kastor, founded the Kastor agency in St. Louis in 1895. E. H. Kastor established a Chicago office for the agency in 1908. He is survived by his wife and four brothers.

FORT PEARSON, NBC sports announcer, has been chosen announcer for NBC's exclusive coverage of the Sugar Bowl game in New Orleans, which will be sponsored for the second year by Gillette Safety Razor Corp., Boston, through Maxon Inc., New York.

William G. Rambeau Co. Is Named Rep of WHB, Kansas State Network

APPOINTMENT of William G. Rambeau Co., station representatives in New York and Chicago, as exclusive national representatives for the Kansas State Network and for WHB, Kansas City, key station, was announced Nov. 18 by Don Davis, president of WHB and sales manager of the network.

Simultaneously, Kay Pyle, general manager of KFBI, Wichita, was elected to the executive committee of KSN, replacing Herb Hollister, who resigned recently as vice-president and general manager of KFBI to devote his full attentions to KANS, Wichita, of which he is half-owner. Bryan P. Murphy of Kansas City remains regional sales manager of KSN.

Members of KSN, in addition to WHB and KFBI, are KTSW, Emporia; KSAL, Salina, and KVGB, Great Bend. All are served by MBS 18 hours per day. WHB, a daytime station, releases MBS nighttime commercials of KITE, KCKN and WREN.

Mr. Davis explained that a unique feature of KSN is that non-repeater telephone lines are used, enabling any station to originate programs and feed the network with no line reversal charges. This, he said, has proved effective in covering special events throughout Kansas. The network is seven months old.

McDermott to Montreal

A. D. (Andy) McDERMOTT, of the Toronto office of Joseph Hershey McGillvra, station representatives, has been assigned to the Montreal office as manager. The Montreal office has been moved to larger quarters in the Confederation Bldg.; new telephone, Belair 3415. Mr. McDermott joined McGillvra's Toronto office after serving with the *Regina* (Sask.) *Star* and Walsh Adv. Agency, Toronto. He succeeds Lovell Mickles, who has opened a Montreal office in the Keefer Bldg. for Horace N. Stovin, station representative and former station relations supervisor of Canadian Broadcasting Corp.

Mr. McDermott

LLOYD GEORGE VENARD has replaced Roger E. Vernon as KMPC, Beverly Hills, Cal., representative in New York, headquartering at 101 Park Ave. He was formerly with Edward Petry & Co., in New York.

1940

ANOTHER YEAR

ANOTHER STEP

IN OUR FORWARD MARCH TO EVEN GREATER EFFECTIVENESS AS WEST VIRGINIA'S OUTSTANDING RADIO ADVERTISING BUY.

FOR BEST RESULTS IN WEST VA.—SO.W. PENN.—E. OHIO—AND W. MARYLAND, PUT US FIRST ON YOUR LIST.

JOHN BLAIR & CO.

Representatives

A FORT INDUSTRY STATION

5,000 WATTS DAY
1,000 WATTS NIGHT

WMMN

FAIRMONT, W. VA.

BALTIMORE'S *stand-out*

"Participation" Program:

"CLUB 1270"

A DAYTIME, LIVE-TALENT VARIETY SHOW

At 12:45 to 1:30 P. M., daily except Tuesday and Sunday.
FEATURING: George Van Dorn and his N B C orchestra; The Plainsmen with Betty Jay; Marion Dawn; Carroll Warrington Singers; and George Fuller, Master of Ceremonies.

RATES:

"LIVE" ANNOUNCEMENTS:
50 words, $12.50; 5 times weekly $50.
100 words, $17.50; 5 times weekly $70.
Regular time and/or weekly discounts apply.
Special 13 week contract: 50 words $570; 100 words $798.

TRANSCRIPTIONS:
1 minute or less, $20.

WFBR
BALTIMORE

National Representatives
EDWARD PETRY & COMPANY

★ ON THE NBC RED NETWORK ★

SURVEY PROBLEMS

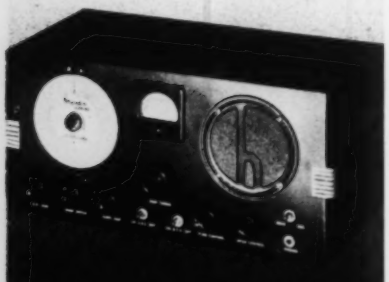
. . . should be given to Hooper-Holmes for solution. We can help you solve almost any problem you may have concerning your audience or your coverage.

THE HOOPER HOLMES BUREAU, INC.

New 1941
hallicrafters
Skyrider
S-22R

SPECIFICALLY designed for service, in the range from 16.2 to 2150 meters (18.5 mc. to 110 kc.). Improved image rejection at the higher frequencies is achieved through the use of 1600 kc. IF Transformers. The directly calibrated main tuning dial eliminates the use of complicated charts and tables. An efficient mechanical bandspread with separate dial provides easy logging.

BUILT for 110 volt AC-DC operation. Also may be operated from 6 volt battery supply with the addition of a Model No. 301 Electronic Converter. Dimensions 18½" x 9¼" x 8½" high. The SKYRIDER MARINE (Model S-22R) — Complete with tubes and speaker. Shipping weight 31 lbs. ..... (SKYCU) $64.50



the hallicrafters inc.
CHICAGO, U. S. A.
USED BY 33 GOVERNMENTS
SOLD IN 89 COUNTRIES

in the CONTROL ROOM

THOMAS H. PHELAN, audio engineer of NBC in New York, arrived in San Francisco Nov. 20 to assist local architects and contractors in completing plans and details for the new NBC building, to house KGO and KPO, being erected at Taylor and O'Farrell streets. O. B. Hanson, NBC vice-president and chief engineer, also visited San Francisco late in November to work on plans for the building.

JAMES F. MANSHIP, chief engineer of KOME, Tulsa, Okla., has resigned to join the FCC monitoring staff. Leiland Seay, formerly chief engineer of KADA, Ada, Okla., has been named chief engineer of Kome. Melvin Mathew, formerly of Kome, has joined the engineering staff of WBNS, Columbus, O.

SID MINNIKEN and John Tutt, formerly of KMTR, Hollywood, have joined the engineering staff of KIEV, Glendale, Cal.

GERALD MAHONEY, of the WIP, Philadelphia, engineering staff, is father of a boy, born Nov. 21.

LEE BOLEN, KHJ, Los Angeles, engineer, is the father of a girl born Nov. 18.

RICHARD STODDART, onetime NBC New York field engineer, and more recently chief radio engineer of Howard Hughes Enterprises, has been made vice-president and general manager of Lear Avia of California Inc., Hollywood, distributors of aviation radios. Paul J. Holmes is chief radio engineer of that company.

LEROY BREMMER has resigned as radio and television director of National Schools, Los Angeles.

FRANK R. KRULCE, formerly of WBRW, Welch W. Va., has joined the engineering staff of WSTV, Steubenville, O.

LeROY S. WENGER, formerly in radio service work, has joined the engineering staff of WTMA, Charleston, S. C.

HAROLD W. BORELL, formerly chief engineer of KWBG, Hutchinson, Kan., recently joined the FCC engineering personnel. Maxwell Cockley, formerly of KGNO, Dodge City, Kan., succeeds him.

MEL FELDMAN, engineer of WEW, St. Louis, announced his engagement Thanksgiving Day to Miss Ruth Popek, of St. Louis.

WAYNE BERTHOLD, chief engineer of KTRB, Modesto, Cal., is instructor in a radio communications course at the Modesto Junior College evening school.

W. L. EXNER, formerly of KWLK, Longview, Wash., has joined the engineering staff of KOIN-KALE, Portland, Ore.

BILL MILLER, engineer of WOWO-WGL, Fort Wayne, Ind., is the father of a girl born Oct. 29.

DANIEL BARLOW, engineer of WIP, Philadelphia, recently married Winifred Groux, formerly WIP receptionist.

LEWIS E. HILAND and Nicholas V. Pieler, formerly of WCNC, Elizabeth City, N. C., have joined WCBT, Roanoke Rapids, as chief engineer and assistant, respectively.

GENE TWOMBLY, of the CBS Hollywood theatre studio staff, has been made a sound effects engineer.

NEIL MEAD, engineer of KSCJ, Sioux City, Ia., is the father of a girl born early in November.

Prof. Terman Is Elected To Presidency of IRE

PROF. FREDERIC E. TERMAN, dean of the electrical engineering department of Stanford U, Palo Alto, has been elected president of the Institute of Radio Engineers for 1941 as a result of a mail poll just completed. He will be inducted into office during the IRE convention in New York Jan. 9-11, at which time appointive board members will also be selected. Prof. Terman, it is reported, will shortly take a year's leave of absence from the university and will live in the East, thus being available for monthly meetings and active duties with IRE.

The vice-presidency went to A. T. Cosentino, chief of the Argentine Radio Service, who succeeds Prof. Terman in that post.

The three directors elected for three-year terms are Harold T. Friis, Bell Laboratories; O. B. Hanson, NBC engineering vice-president; L. P. Wheeler, FCC research chief.

RAYMOND BROPHY, formerly of KBIX, Muskogee, Okla., has joined the engineering staff of KTOK, Oklahoma City. He is succeeded at KBIX by David Oliphant, formerly of WHOP, Hopkinsville, Ky., and KOAM, Pittsburgh, Kan. William Simpson, formerly relief operator of KBIX, has joined the FCC monitoring staff.

LESLIE WRIGHT, formerly engineer of WMSD, Muscle Shoals, Ala., and KUOA, Siloam Springs, Ark., has joined the instructors' corps of the Army Air Corps at Dayton, O.

JIM BELOUNGY, chief engineer of WBT, Charlotte, recently shot his first deer during the 1940 season in North Carolina.

CHARLES OSTLER, producer and sound effects chief of WLS, Chicago, recently married Della Rynn.

TRUETT KIMZEY, technical director of Texas State Network, on Nov. 9 became the father of a nine-pound boy.

CHARLES RUNYON has joined the engineering staff of WAGA, Atlanta.

FRED BARRY, technician of KOMO-KJR, Seattle, is father of a baby boy, born recently.

GROWING interest in academic circles in FM is indicated by the fact that Prof. Lewis N. Holland, of the U of Michigan engineering faculty, is offering a course in "Frequency Modulation" for eight consecutive Mondays, starting Nov. 25, in the Northern High School auditorium, Detroit.

Akron's only NBC Outlet
WAKR
AKRON
BASIC
N•B•C BLUE
1000 WATTS DAY & NIGHT
REPRESENTED BY INTERNATIONAL RADIO SALES

ONE-MAN SHOW in earnest is Lew Williams, who for 13 years has broadcast his Santa Claus program on WSPD, Toledo, O. Over 70 years, he works out continuity, handles the bulk of the sound effects, essays numerous impersonations each year for the 11-day program series, sponsored by LaSalle & Koch Department Store.

FCC Names Booth

GIVEN an additional appropriation by Congress for telephone regulation, the FCC Nov. 16 began formation of its special telephone regulatory staff with the appointment of Harry Booth, Assistant Attorney General of Illinois, as legal expert. Mr. Booth has been in charge of public utility and rate work in Illinois. In addition a staff of 17 accountants and 11 engineers will be assigned to the telephone work.

IRE Convention Plans

DISCUSSIONS of television and FM together with a radio engineering show will be highlights of the 16th annual convention of the Institute of Radio Engineers, to be held Jan. 9-11, 1941, at the Hotel Pennsylvania, New York. Papers on these and other radio topics are now in preparation. Program and further details will be released in mid-December.

Where BROADCASTERS MEET in the CAPITAL

DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

Equipment

COMPLETE information on RCA phototubes and their applications is presented in simplified form for engineers, servicemen, amateurs and experimenters in a 16-page booklet recently issued by RCA Mfg. Co., Camden. The phototube's use in light-operated relays, color discriminating devices, automatic counters, for light measuring and for film sound reproduction is explained in detail together with characteristic curves and charted data.

UNIVERSAL MICROPHONE CO., Inglewood, Cal., in mid-December starts distributing a new breastplate dynamic microphone for wire music operators. Weighing a half-pound, the "dispatcher" will be made in 12 different models and impedances. It is a combination of Universal's original chest microphone for on-the-spot broadcasts and breastplate model for aviators.

CANADIAN MARCONI Co., Montreal, is constructing a 25% addition to its factory providing more than 25,000 square feet of new floor space. The expansion was ordered to meet rapidly increasing demands for radio communication equipment for war purposes and peace-time uses, according to the company.

RCA MFG. Co., Newark, N. J., has published a catalog giving complete information on RCA Phototubes for light-operated relays, light measurements and sound reproduction.

WITHIN four weeks from the time its tower blew down in Gary, Ind [BROADCASTING, Nov. 15], WIND will have three new Truscon towers in operation on a 56-acre tract between Gary and Hammond, according to Ralph Atlass, operator. The 357-foot tower which went down has already been installed, and two new 300-foot towers, completing the directional array, will be ready by Dec. 10.

CHARLES MICHELSON, New York transcription firm, has released a new 24-page catalog of *Speedy-Q Sound Effects* and a transcribed five-minute serial for presentation by stations three or six times weekly on a sustaining or commercial basis. Series *The Adventures of Sonny Tabor*, is built around the character popularized in *Wild West Weekly*, a Street & Smith publication with a weekly circulation of 350,000. As radio director of Street & Smith, Mr. Michelson is offering the series to stations, with a year's supply in preparation.

THE FCC has dismissed an application for purchase of WHEB, Portsmouth, N. H., by R. G. LeTourneau, wealthy manufacturer, who now owns 20% interest in the station and proposed to buy the remaining 80% for $6,000 [BROADCASTING, July 1]. The deal was dropped by mutual agreement.

Quarter-Century Edition Of Amateur's Handbook

AMERICAN Radio Relay League has announced publication of the 1941 edition of *The Radio Amateur's Handbook*, standard manual of amateur high-frequency communication. The 552-page volume includes a topical index and 96-page catalog section of amateur radio equipment, supplemented by about 830 illustrations and 90 charts and tables. Organization of the 32-chapter *Handbook* follows that developed for the 1940 volume. Prices are $1, paper-bound, in continental U. S. A.; $1.50 elsewhere; $2.50, buckram bound; Spanish edition, $1.50.

Celebrating its 25th year of publication, the December, 1940 issue of QST is a colorful Silver Anniversary number. Official organ of the American Radio Relay League and "bible" of the radio hams, QST is America's oldest radio publication. It was founded in 1915 by Hiram Percy Maxim and Clarence D. Tuska. The anniversary issue commemorates a quarter-century of progress in amateur radio, in which the hobby of scattered experimenters grew to a world-respected institution

New FM Converter

STEWART-WARNER Corp., Chicago, has announced production of an FM conversion attachment, under Armstrong license, to adapt present AM receivers for FM reception. The "Interpreter" unit is housed in an individual cabinet designed to set atop the regular receiver, attached with a jack. The "Interpreter" may be attached to any set equipped with phonograph jack and provides automatic push-button tuning for six FM stations. The unit employs nine tubes, operating on 110 volt-60 cycle current supply. An extra jack is provided for phonograph pickup for use with existing record players.

To Build Video Station

CONSTRUCTION will be started shortly on the television station of Metropolitan Television, subsidiary of Bloomingdale Bros. and Abraham & Straus, New York department stores, according to I. A. Hirschmann, Bloomingdale vice-president. Transmitter will located atop the Hotel Pierre at Fifth Ave. and 57th St., he said, and will broadcast with 1 kw aural and visual power on Channel No. 8 (162,000-168,000 kc). "We are planning to experiment with program techniques in order to offer a broad service in the field when the public is ready for it," Mr. Hirschmann stated. Studios will eventually be constructed in both stores, he said.

WOL
WASHINGTON'S 1st 24-HOUR STATION!
Affiliated with Mutual Broadcasting System
1000 WATTS
National Representatives
INTERNATIONAL RADIO SALES
WASH., D. C.

(U.P.)
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

Results of recently completed tests reveal a new, improved FM TURNSTILE ANTENNA surpassing all previous designs. Those interested in this newest development in FM antennas are invited to write us immediately for facts available at this time.

JOHN E. LINGO & SON, INC.
Licensed Manufacturers of Patented Turnstile Antennas for FM
DEPT. B-12 CAMDEN, N. J.

Your Gracious Host..
From Coast to Coast

In NEW YORK..
The Gotham

In CHICAGO..
The Drake
The Blackstone

In LOS ANGELES..
The Town House

In BELLEAIR, FLA..
Belleview Biltmore

KIRKEBY
HOTELS

Purely PROGRAMS

THE *Chicago Tribune* on Nov. 16 for the second season returned to the air its weekly half-hour series of dramatic programs *Citizens of Tomorrow* on WGN, Chicago. The series, dedicated to the youth of America, is conducted in the WGN mail audience studio before a different Chicago high school group of 600 students each Tuesday. Philip Maxwell, of the *Tribune* editorial staff, is m.c. He takes the part of "The Principal" on each broadcast, while in addition the real principal of the featured school gives a newspaper quiz, with the students from the audience taking part and the winners each receiving $5 cash prizes. Cooperating with the *Tribune* in the presentation of the series is the Chicago Board of Education, the county superintendent of schools, the school board of the Archdiocese of Chicago. After each broadcast the film "Trees to Tribunes" is shown.

* * *

Knowers of News

A NEW TYPE of quiz program, *Do You Know the News*, is being continued by KGKO on a main street of Dallas following a test of the show during the State Fair. Questions are based on information taken from the most recent issue of the *Dallas Morning News*, with the contestant given the opportunity to double his money for each of four questions. One incorrect answer and the accumulated money goes to the Community Chest. Each contestant, regardless of the sum he wins, is given a copy of *The Texas Almanac*. Announcer Dell Gibbs originated the show and handles the microphone.

* * *

Battle of Wits

WHEN MBS starts its *Can You Top This?* half-hour weekly program Dec. 2, the three jokemasters, Ed Ford, Joe Laurie Jr., and Harry Hirshfield, will attempt to "top" the jokes sent in by listeners with a special "laughmeter" to register the laughter of the studio audience. If none of the three tops the listener's joke, the sender gets $5, if one tops the joke the listener gets $3, if two then $2, and if all three top the joke the sender receives a standard jokebook and $2 for his entry.

* * *

Mobile Bucks

OFFERING listeners $1 for each fact about the city, suitable for use on the program, WALA, Mobile, Ala., has started a new show, *Let's Talk About Mobile*, sponsored by Harry's Department Store. The thrice-weekly shows are conducted by Jack Lewis, WALA program director.

Star Time

USING the positions of stars —Beta Lacerti and Zeta Pegasi, to be explicit to determine the starting and finishing time recently gave Phil Underwood a thrill on his *Boy Scout Troop of the Air* feature on WSAI, Cincinnati. Arriving at the U of Cincinnati observatory to conduct a *Scout* program dealing with astronomy, Scoutmaster Underwood found he had no watch to time the program. Dr. Elliott Smith, observatory director and C U astronomy professor, startled both Underwood and Glenn Merriam, who produces the weekly quarter-hour, by volunteering to supply the exact time by using the stars. Adjusting the huge telescope, Dr. Smith gave the "go" signal at exactly 7 o'clock, and the "stop" at 7:13½ p.m. And he hit it right on the nose.

Unusual News

OUT OF THE ordinary news stories collected at random are narrated by Richard Brooks, Los Angeles newspaperman and commentator, during the weekly half-hour program, *The Curious World*, recently inaugurated on NBC-Pacific Blue network stations. Gogo DeLys intersperses vocal selections, with orchestral music directed by Charles Dant. Hal Gibney announces, with Arnold Maguire producing.

* * *

Early Morning

NEW DEPARTURE in early morning programs is *Morning Paper and Coffee* on KRIC, Beaumont, Tex. Aired from 7 to 8 a. m., the program originates partly from breakfast tables in homes of listeners, visited by the KRIC mobile unit, and features actual reading of the *Beaumont Enterprise & Journal*.

* * *

From Fairyland

NEW children's program on KYA, San Francisco, is *Koko, the Storybook Man*, conducted by Fred Briggs of the production staff. It consists of transcribed dramatized nursery rhymes, fairy stories and special music.

* * *

Viewpoint of Youth

CHILDREN from 10 to 16 discuss current problems on the weekly forum program *Listen, America, Now* on WMCA, New York, under the direction of Sabra Holbrook, executive director of Youthbuilders Inc., New York.

WCSC Serving Coastal Carolina
CHARLESTON, S. C. • 1000 watts • CBS
FREE & PETERS, Inc., National Representatives

Shoes for Listeners

DUNN'S Super Shoe Markets, Philadelphia, followed the *Pot o' Gold* pattern in turning to radio on WPEN, Philadelphia, with a nightly quarter-hour *Lucky Shoe Box* show conducted by Joe Dillon, staff announcer. From four to five pair of shoes are given away nightly to any man, woman or child listening to the program when telephoned from the studio. Numbers are pulled out of a shoe box, corresponding to the pages, columns and name order in the column of the city directory. The program started Nov. 25, account placed direct.

* * *

Fun, Drama and Music

A NEW weekly half-hour variety program without an m.c., *This Is the Show*, has been started on NBC-Pacific Blue network stations. Unique setup has John Fraser, announcer, aided by Cliff Nazarro, comedian, and Johnny Johnston, baritone, putting other cast members through their paces. Besides a dramatic skit featuring Mercedes McCambridge and Richard Davis, the weekly program also includes Herb Schriner, comedian and harmonica player. Gordon Jenkins directs the orchestra. Ted Hedigar is producer.

* * *

Uncle Sam at Work

INSIDE workings of the U. S. Government, with each week a discussion of a problem or event uppermost in the public interest, are presented in *Report to the Nation*, series of half-hour programs on CBS, which started Nov. 30 with the story of the training of the Army under the Selective Service Act. Albert Warner and John Charles Daly, both CBS Washington commentators, serve as narrators for the programs, presented in the Wardman Park Hotel auditorium, Washington, with Brewster Morgan as CBS director.

* * *

Our Latin Friends

WFIL, Philadelphia, on Nov. 30, inaugurated a series of weekly programs directed at improving relations with the Central and South American countries by giving North Americans an authentic picture of *Our Southern Neighbors*, which is the title for the new program. Featured on each program will be consular diplomatic officials of Central and South American countries, news of Central and South America, and three minutes of news spoken in Spanish for local students studying that tongue.

* * *

Strictly American

THE *Philadelphia Daily News* has started a *Put & Take* quiz show on WFIL, Philadelphia, with all the questions based on Americanism. In a tie-up made by the newspaper with the American Legion, the competing teams on each broadcast include men from an American Legion post matched against a team of women from the Ladies Auxiliary of another post.

* * *

Painless Thrills

ADVENTURE thriller for children presented without undesirable effect on the emotions will be the format of *King Arthur Jr.*, quarter-hour five times weekly serial on NBC-Blue, to start Dec. 2. Written by Richard Morenus of NBC's script division, the program tells the story of a typical American boy in a typical American setting.

IN AND ON the air is Bob Pollock, special events announcer of WSB, Atlanta, who recently climbed a rope ladder to interview Antoinette Concello in her favorite haunt. Seated astride the trapeze bar he summoned enough self-possession to put some questions to the member of the Flying Concello troupe.

* * *

Safety Crusade

WGN, Chicago, on Nov. 16 started a weekly half-hour program titled *Uncle Harry's Jamboree*, dedicated to a safety crusade for children, and features juvenile talent ranging in age from 5 to 16. In connection with the program, Uncle Harry has organized his A.B.C. (Always Be Careful) Club, which has more than 160,000 school children as members. During the week Uncle Harry visits local schools with his two Shetland ponies which entertain children as he lectures on safety.

* * *

Meet the Elected

FEATURING newly elected State and national officials, WDRC, Hartford, Conn., has started *Views and Interviews*, a series of "human interest" stories about men and government in Connecticut. Each Friday evening one official-elect is interviewed on his career, his hopes and aspirations, why he decided to run for public office, and what he believes are the major issues in the next few years. The feature, designed to acquaint Nutmeg State folk with those whom they have elected to public office, is conducted by Jack Zaiman, Connecticut political writer.

* * *

City on the Air

THE MAYOR SPEAKS, weekly quarter-hour civic program, has been started on KMO, Tacoma, with Mayor Harry P. Cain, from his private office in the City Hall, informally discussing problems of interest to citizens. In addition department heads of the city government are introduced and their functions described. Controversal subjects and issues are also clarified.

WRNL

ALWAYS RINGS THE

BELL

IN RICHMOND, VIRGINIA

NBC BLUE • 1000 WATTS

'Policewoman Christie'

REHABILITATION of women who ran afoul the law is dramatised during the weekly half hour program, *Policewoman Christie*, on KMPC, Beverly Hills, Cal. Minnie Barton, Los Angeles policewoman, supervises the production with prominent civic leaders actively engaged in that type of social service work, as special guests on each broadcast. Series is produced by Grand-Melville Co., Hollywood production unit.

* * *

News About Radio

AS A PUBLIC service, radio news of general interest, including network program schedule changes and gossip about stars and other talent, is currently being sponsored by Bartell Drug Stores, Seattle, on KOMO and KIRO, that city. In addition, Bob Nichols, commentator, during the quarter-hour program discusses special bargains offered by the sponsor and also quotes prices of commodities. Bob Hillis writes the program.

* * *

Second Nights

WEEKLY reviews of current Broadway plays are presented and discussed on *Footlight Forum*, new half-hour program on WMCA, New York, by "The Second Nighters", an organization of professional writers, critics and columnists representing national weekly and monthly publications, so-called because they cover opening performances of the shows on the second instead of the first night.

* * *

Talent by Lit

LIT Brothers, Philadelphia department store, has started a *Store Family Show* on WFIL, Philadelphia, quarter-hour produced by Don Martin, and heard twice weekly. Talent is chosen from the thousands of Lit employes, their offerings presented in variety fashion. The advertising copy used is institutional, emphasizing the "family" character of the store's employes.

* * *

Ingersoll's Series

THE series of 24 articles by Ralph Ingersoll, managing editor of *PM*, which are appearing in the *Dallas Morning News*, were presented daily in condensed form on KGKO, Fort Worth-Dallas, in a program called *Inside England*. Newscaster James Alderman prepared the script and announced the shows, which gave Ingersoll's observations of the fighting front in England.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

FOR 1941

The early bird gets the best availabilities. Right now, there are some good spots open for January, 1941. Write Wm. Malo, Commercial Mgr., WDRC, Hartford.

Basic CBS for Connecticut

Religious News

A DIFFERENT pastor each Thursday evening acts as the *Religious News Reporter* on KOY, Phoenix. Besides giving a resume of religious news of the week, he also stresses tolerance. Series is presented under auspices of the religious conference of the Arizona State Teacher's College of Tempe, and is represented by all denominations.

* * *

Stages of Broadway

CRITICISMS and reviews of Broadway shows are presented weekly on the new *Footlight Forum* of WMCA, New York. The program features commentaries by The Second Nighters, an organization of professional writers, critics and columnists representing national weekly and monthly publications and syndicates.

* * *

Bowling Quiz

SOMETHING new in quiz shows is the new sponsored *Strikes & Spares* on KROC, Rochester, Minn. Contestants first try a "strike" question, and failing this get a "spare" query. Scores are kept just as for bowling, contestants winning the numerical value for strikes and spares in order, highest total winning the prize.

* * *

Fortunate Communities

WITH different communities of the Tri-City area chosen each day, whose residents are entitled to write in for premiums, *Lucky Town* is sponsored daily on WTRY, Troy, N. Y., by Little Crow Milling Co., Warsaw, Ind. The quarter-hour show features birthday and anniversary greetings.

We're In The White

• The 36 counties in North Texas and Southern Oklahoma served by KRRV are IN THE WHITE! The authority is *Nation's Business*. The way to reach the million and a quarter folks who live there is through KRRV's 1,000-watt, full-time, coverage. For more information, write KRRV, Sherman or Denison, Texas.

An Affiliate of the
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

The Sherman-Denison Station

KRRV

880 KC. 1,000 WATTS

Settlements Are Effected In Oberstein Litigation

ALL LITIGATION pending in New York Supreme Court has been settled and stipulation of discontinuance has been filed in the suit of Eli E. Oberstein, president of U. S. Recording Corp., New York, seeking $400,000 damages against Glenn Miller, orchestra leader, and RCA Mfg. Co. [BROADCASTING, July 1]. Settlement of the suit was announced Nov. 22 by David Mackay, attorney for RCA, Mr. Miller and William R. Berkson, attorney for Mr. Oberstein.

Following the filing of the suit June 10 by Mr. Oberstein, RCA sought $173,000 damages based on charges that Oberstein, while employed by RCA, defrauded the company of more than $23,000. Oberstein's suit claimed that Mr. Miller failed to keep an exclusive contract with Oberstein and that RCA, knowing of that contract, got Miller to record for them under a contract dated two months later.

Hollywood Producers Club

RADIO PRODUCERS CLUB, comprising agency and network producers, has been organized in Hollywood for the purpose of meeting weekly at luncheon for an exchange of ideas and to discuss mutual problems. A constitution and by-laws will be adopted and a chairman elected. It is planned to invite visiting New York and Chicago producers to join. Committee appointed to nominate the chairman includes John Swallow, NBC western division program director; Tom Smith, Ruthrauff & Ryan; Paul Rickenbach, J. Walter Thompson Co.; Carol O'Meara, Young & Rubicam, and Wayne Griffin, BBDO.

Showmanship that SELLS in the great Intermountain Market

KDYL

NBC RED NETWORK

The POPULAR Station

Salt Lake City

National Representative JOHN BLAIR & CO

Attended Radio Birthday Banquet

[See story on page 14]

F. W. Albertson, Attorney
Edward L. Anzman, WCAO, Baltimore
C. E. Arney Jr., NAB
A. L. Ashby, NBC, New York
S. L. Bailey, Consulting Engineer
James Baldwin, Attorney
H. R. Baukhage, NBC, Commentator
Frank V. Becker, WTBO, Cumberland, Md.
Donald C. Beelar, Attorney
Robert Berger, Office of Government Reports
K. H. Berkeley, NBC, Washington
Frank Blair, WOL, Washington
H. C. Bonfig, RCA
Arthur W. Brown, WOL, Washington
Thad Brown, former FCC Commissioner
Meade Brunet, RCA
John J. Burns, CBS counsel, New York
Harry C. Butcher, CBS, Washington
Carl H. Butman, Radio Consultant
Louis G. Caldwell, Attorney
Vincent Callahan, former manager, WBZ, Boston
H. K. Carpenter, WHK, Cleveland
Commissioner Norman S. Case, FCC
A. B. Chamberlain, CBS, New York
Arthur Church, KMBC, Kansas City
E. K. Cohan, CBS, New York
Walter Compton, WOL, Washington
Samuel H. Cook, WFBL, Syracuse
William E. Coyle, WMAL, Washington
Commissioner T. A. M. Craven, FCC
Mrs. Madeline Ensign Cronan, WOL, Washington
Harry Crow, WJSV, Washington
Dyke Cullum, WWDC, Washington
John Charles Daly Jr., WJSV, Washington
Francis C. de Wolf, State Department
John M. Dinwiddie, NBC
John Dodge, WRC, Washington
William B. Dolph, WOL, Washington
Ted Dunlap, WOL, Washington
Milton Eisenhower, Assistant to Secretary of Agriculture
Courtland D. Ferguson, Advertising
Mike Fish, CBS
James Fishback, WOL, Washington
Edward Y. Flanigan, WSPD, Toledo, O.
Chairman James L. Fly, FCC
M. M. Garrison, Consulting Engineer
Glenn D. Gillett, Consulting Engineer
George O. Gillingham, FCC
Ann Gillis, CBS, Washington
Theodore Granik
S. D. Gregory, NBC, New York
Frederick Preston Guthrie, RCA
Andrew Haley, Attorney
James H. Hanley, Attorney
Arthur Hanna, NBC, New York
George Harder, Westinghouse
Horton Heath, NBC
William S. Hedges, NBC, New York
Lawrence J. Heller, WINX, Washington
P. J. Hennessey Jr., Attorney
Samuel J. Henry, Jr., NAB
John Holman, KDKA, Pittsburgh
Stanley Horner, WWDC, Washington
Clyde Hunt, WJSV, Washington
C. M. Jansky Jr., Consulting Engineer
E. K. Jett, FCC Chief Engineer
E. D. Johnston, Attorney
G. W. Johnstone, Democratic National Committee
Ray P. Jordan, WDBJ, Roanoke, Va.
Leonard J. Kapner, WCAE, Pittsburgh
Henry J. Kaufman, Advertising
John A. Kennedy, West Virginia Network
Paul Kesten, CBS, New York
E. M. Kirby, NAB
Edward Klauber, CBS, New York
Mrs. Elinor Lee, WJSV, Washington
Dr. Leon Levy, WCAU, Philadelphia
Horace L. Lohnes, Attorney
Philip G. Loucks, Attorney
Lt. Col. R. B. Lovett, Army Press Relations
Henry H. Lyon, WOL, Washington
Richard K. Lyon, WINX, Washington
John V. Lyons, WCAO, Baltimore
Michael MacDermott, State Department
Commander W. N. Mansfield, FCC
Mrs. LeRoy Mark, WOL, Washington
Reggie Martin, WINX, Washington
Frank E. Mason, NBC, New York
Miss Mary Mason, WRC, Washington
Richard H. Mason, WPTF, Raleigh, N. C.
Clair R. McCollough, Mason-Dixon Group
Arch McDonald, WJSV, Washington
James C. McNary, Consulting Engineer
Robert M. Menaugh, House Radio Gallery
Douglas Meservy, NBC, New York
L. Waters Milbourne, WCAO, Baltimore
Robert Moore, Transradio
Clay Morgan, NBC, New York
William D. Murdock, WJSV, Washington
Mrs. Gladys V. Murphy, NBC, Washington
Fanney Neyman, FCC, Attorney
W. J. Norfleet, Chief Accountant, FCC
Morris Novik, WNYC, New York
Ann Page, NAB
E. C. Page, Consulting Engineer
Duke M. Patrick, Attorney
Commissioner George H. Payne, FCC
Paul F. Peter, NAB
Russell P. Place, NAB
Paul Porter, CBS, Washington
Elmer Pratt, Attorney
Mildred Ramsay, NAB
Joseph H. Ream, CBS, New York
Don Riley, WCAO, Baltimore
Frank Roberson, Attorney
W. W. Rogers, Westinghouse
Reed T. Rollo, Attorney
Harold B. Rothrock, Engineer
John F. Royal, NBC, New York
Mefford R. Runyon, CBS, New York
Louis Ruppel, CBS, New York
Frank M. Russell, NBC, Washington
Percy H. Russell Jr., Attorney
Mrs. Helen Schaefer, NAB
Arthur W. Scharfeld, Attorney
A. A. Schechter, NBC, New York
Arthur H. Schroeder, Attorney
Oswald Schuette, RCA
Henry V. Seay, WOL, Washington
John Shepard, 3d, Yankee Network
Lynne Smeby, NAB
Carleton Smith, NBC, Washington
George W. Smith, WWVA, Wheeling, W. Va.
Paul D. P. Spearman, Attorney
Edwin M. Spence, WWDC, Washington
Mrs. Lee Spicer, RCA
David B. Stein, Kal Advertising
Theodore C. Streibert, MBS
Arthur Stringer, NAB
Sidney N. Strotz, NBC, New York
George O. Sutton, Attorney
Judge E. O. Sykes, Attorney
Davidson Taylor, CBS, New York
Edward F. Voelcker, WCAO, Baltimore
Lee B. Wailes, Westinghouse
Charles A. Wakeman, WOL, Washington
Commissioner Paul A. Walker, FCC
Franklyn Waltman, Republican National Committee
Albert Warner, CBS
Edward K. Wheeler, Attorney
L. H. Whitten, Graybar
A. D. Willard Jr., WJSV, Washington
John Willoughby, FCC
Raymond M. Wilmotte, Consulting Engineer
Lewis Windmuller, Engineer

FANCY TROPHY, recognizing the sportsmanship of the WGY softball teams, is received from Frank Jones (left) by Manager Kolin Hager, of WGY, Schenectady, for the WGY softball team's victory over the team representing NBC's New York Athletic Assn. At right is Robert Peare, manager of the General Electric publicity department and director of GE's diversified broadcasting activities.

Lapsus Lingua

PRIZE BULL of the year, perhaps, is attributed to Announcer Ernest Chappell by Tom Fizdale. Announcer Chappell was subbing as commercial commentator on the NBC-Blue Ben Bernie program while Dan Seymour was vacationing in the South. Bernie and Chappell used to work together on CBS, so when Chappell gave the sign-off, he is credited with slipping into: "This is the Columbia Broadcasting System". Immediately control booth phones started ringing, with NBC officials calling from all over. Called to the phone, Chappell apologized to the NBC executives "You know what you just did?" squawk with: "Yes, I just heard about it from Columbia. They're mad as the devil."

Plans for Knoxville Local

PLANS for starting the new WBIR, Knoxville, by the first of the year has been announced by J. W. Birdwell, licensee of the new local, granted by the FCC last Aug. 14 to operate with 250 watt night and 100 day on 1210 kc. Mr. Birdwell, sole owner of the station and formerly operator of WJHL, Johnson City, Tenn., will be station manager as well as commercial manager. B. George Barber Jr. has been appointed program director. Studios, located in the Chamber of Commerce Bldg., and transmitter, in East Knoxville, are RCA-equipped throughout, and an 180-foot Wincharger tower has been erected.

California Sugar Group

CALIFORNIA GROWN SUGAR GROUP, San Francisco (beet sugar), newly organized and also new to radio, as part of its state-wide advertising campaign, on Nov. 25 started for 26 weeks sponsoring participation six times weekly in the *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. Firm is also using twice weekly participation in Agnes White's *California Homes* on KFI, Los Angeles. Contract is for 39 weeks, having started Nov. 25. Agency is Botsford, Constantine & Gardner, San Francisco.

KANS, Wichita, and WTAD, Quincy, Ill., have appointed International Radio Sales as national representatives.

IN THE HEART OF THE MOTOR INDUSTRY!

WCAR

1000 Streamlined WATTS

LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST

WCAR

PONTIAC, MICHIGAN

National Representatives

RADIO ADVERTISING CORP.

New York • Chicago • Cleveland

Early in 1941

FULL TIME on 1060 Kilocycles and 50,000 watts

WBAL means business in Baltimore

Break Foreseen In Federal Case Against ASCAP

(Continued from page 13)

ASCAP has announced that WCFL, Chicago, operated by the Chicago Federation of Labor, has signed the new five-year ASCAP license, making a total of 11 such stations which have been announced.

Others Join

That other users of copyrighted music are flocking to BMI with increased momentum was seen in the announcement by the National Council of State Liquor Dealers Associations, meeting in Philadelphia in latter November, that it had passed a resolution belaboring ASCAP's "arbitrary and unreasonable fees" upon users at restaurants, inns and cafes. The association urged makers and distributors of juke boxes used in such establishments to "cooperate to the fullest extent" with BMI and install, wherever possible, BMI recordings. Previously, both the hotel users and motion picture exhibitors had gone on record in favor of BMI.

Following are some of the reports from stations on their non-ASCAP plans:

WCAU, Philadelphia—Bans all ASCAP music on all station programs, sustaining and commercial, effective Dec. 1.

WPEN, Philadelphia—Rules off all ASCAP music from English language programs, sustaining or commercial and recorded or live, effective Dec. 1, with 80% of music on all foreign programs to be public domain and BMI.

WBT, Charlotte — Will feature non-ASCAP music on all live and transcribed programs, effective Dec. 1. Agencies handling transcribed shows notified and are offering complete cooperation.

WDRC, Hartford—All local commercial or sustaining programs will feature non-ASCAP music, effective Dec. 1, coincident with the CBS ban on ASCAP music on all sustaining programs.

WOWO, Fort Wayne—Has begun an all-BMI program on Wednesdays, to test audience reaction.

WOR, Newark — Announced it will remove Irving Caesar's Sunday program *Songs of Safety*, which expires Dec. 8, because majority of music used is ASCAP.

Agencies, Advertisers Cooperate

BMI is getting the utmost cooperation from advertisers and their agencies, according to Preston H. Pumphrey, in charge of BMI's agency contacts. While they naturally are not taking sides in the struggle, they are sympathetic with the broadcasters and with BMI for fighting the advertiser's battle by enabling him to buy music on a competitive basis in the open market and to pay only for music actually used.

Few if any advertisers sponsoring musical programs will follow the networks in switching 100% to non-ASCAP tunes before the end of the year, Mr. Pumphrey said, but theme songs are being changed daily and many agency program directors and artists have taken advantage of BMI's offer to come to its music staff for assistance in planning programs. Standard Brands and Wheeling Steel Co. have recently changed the themes on the *Chase & Sanborn Hour* and *Musical Steelmakers* to a non-ASCAP number. Another important sponsor is seriously considering starting a series of Latin American musical programs, taking advantage of the large repertoire of this type of music BMI has amassed and of its growing popularity with American audiences.

Plenty of Music

Stating that there is plenty of music of every class outside the ASCAP fold and that advertisers are beginning to appreciate the fact after examining the BMI and other catalogs, Mr. Pumphrey said that the only real problem is presented by musical quiz shows and request programs. This problem is only temporary, he stated, as it will rectify itself as soon as the public becomes familiar with non-ASCAP music.

The American Assn. of Advertising Agencies has kept its members informed of the music situation, but beyond that is taking no action whatever in the matter, according to Frederic Gamble, executive secretary. Associations, being groups of individuals and not corporate bodies, have to be particularly careful about taking sides in a controversy as they are always open to charges of conspiracy in restraint of trade which might be brought by non-members. The Assn. of National Advertisers has also kept its membership abreast of ASCAP-radio developments, but like the AAAA has taken no other action.

E. C. Mills, ASCAP administrative chairman, was misquoted by *PM*, New York newspaper, according to Mr. Paine. Story quoted Mr. Mills as answering claims that the new license would cost radio $9,000,000 by saying, "If they will agree to a ceiling of $6,000,000, we'll sign up tomorrow."

ASCAP Denies Statement

"Mr. Mills denies making any such statement," Mr. Paine declared, "and even if he had made it it would have carried no weight as he is not a member of the radio negotiating committee. Furthermore, no one, not even Gene Buck, ASCAP president, is authorized to sell the services of ASCAP for a flat sum of dollars.

"When Neville Miller asked us to give him and his committee the figure ASCAP wanted from radio, so that they could apportion that sum among the broadcasters, we flatly refused. We won't enter into any agreement which would turn our control over to any small group. That really would be asking for trouble if we allowed an NAB committee to decide what each station should pay us."

Radio's concern over ASCAP's method of distributing the money received from broadcasters among the ASCAP membership is not the same thing at all, according to Mr. Paine. "The matter is a highly complex one," he stated, "and the charges made that our methods are unfair are designed to confuse those who don't understand all the ramifications of apportioning such revnue among our membership."

Meanwhile, despite Mr. Paine's objections, BMI continues to talk about ASCAP's method of compensation in contrast to its own plan of payment for use. "The fundamental issue is this says BMI. "Is the amount of money a composer receives to be dictated by the arbitrary whims of a committee, regardless of whether his music is never used or is played all the time, or are his royalties to be determined by the actual popularity of his music?

"BMI pays its composers whenever their music is used; ASCAP pays its composer whatever its self-perpetuating board of directors decrees. Thus, for example, in 1933 one composer who had 45,424 performances—more than the combined number of performances of seven lucky members—was given only $200, while the favored seven composers collected $46,000. According to ASCAP, that's 'Justice for Genius'!"

DEBUT OF DRAFTEES

Networks Cover Training of New Soldiers

TO COVER the arrival Nov. 25 of the first contingent of draftees at Fort Dix, N. J., CBS presented two broadcasts with details of the initiation into military training. John Charles Daly, CBS announcer, described the scene as they arrived at the camp at 9 a.m., and later that evening broadcast a resume of the day's events.

A weekly series featuring soldier talent has been arranged by MBS to start in mid-December, through cooperation of Maj. Gen. Clifford B. Powell, commanding officer of the 44th division at Camp Dix. The programs will include descriptions of the Camp's activities and will be available to the Army staff for special broadcasts.

Arrangements have been completed by NBC for a 13-week series of broadcasts on NBC-Blue, 8-8:30 p.m., from training camps all over the country by means of an NBC mobile unit, which will travel down the East Coast, across the Gulf States to the West Coast. These programs will start Dec. 20, with George Hicks as commentator, Lester O'Keefe in charge of production, and John Larson and Don Whittemore, engineers.

WOV Replacing Recordings

PREPARING for its move to new offices at 730 Fifth Ave. after the first of the year and the dedication of its new 10,000-watt transmitter, WOV, New York, is replacing its recorded programs with live-talent shows, the talent selected from its Artist Bureau. The station's evening time is divided now into four "age" groups, with children's programs filling the early hours, followed by music, dramatic and historical material for the old-age group. The middle-age group comes next on the schedule with shows of "smart" entertainment and the late hours are given over to the younger set with dance music.

SUIT of National Assn. of Performing Artists against KYW, Philadelphia, for broadcasting phonograph records made by NAPA members was discontinued recently after KYW took out a NAPA license.

A SPORTS SCHEDULE second to none!

● When you think of selling New York, think of the station that commands the responsive sports audience. Think of the station that perhaps has more sport announcers, more sponsored sports broadcasts than any other station—anywhere.

DICK FISHELL
for Schick Injector Razor
All football games of the New York Giants, play-by-play at home and away.

BERT LEE
for Pabst Blue Ribbon Beer
Complete Madison Sq. Garden hockey schedule of both New York hockey clubs.

CLEM McCARTHY
for Old Gold Cigarettes
Up-to-the-minute sports flashes and race results by the nationally-known expert.

JIMMY POWERS
for Mission Bell Wines, Local Loans
The sports editor of the New York Daily News with his "Powerhouse of the Air."

SAM TAUB
for Adam Hats
His "Hour of Champions" is in its seventh year on the air.

Also **MARTY GLICKMAN,** *Sunday Sports Editor* — for Postal Telegraph

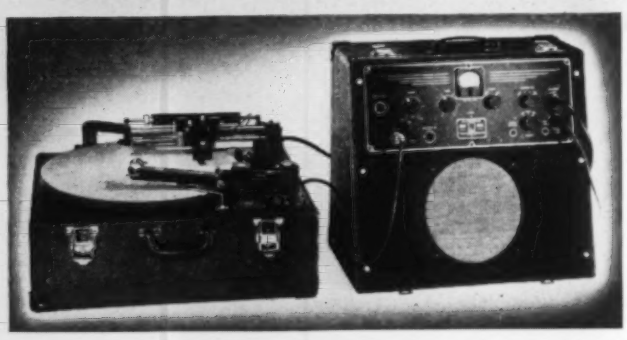
...and all of them are on

WHN
NEW YORK CITY

Learn about other profitable sports features available now and next season. Call Bryant 9-7800 in N. Y.—or Randolph 5254 in Chicago, our western office at 360 No. Michigan.

HERE'S RUGGED DEPENDABILITY PLUS...

STUDIO QUALITY RECORDINGS From FAIRCHILD PORTABLE RECORDER



Why Pamper Your Portable Recorder? Here's Precision Equipment that Laughs at Trouble!

Gone is the day when transcriptions cut in the field had to sacrifice tone-quality and brilliance . . . and gone, too, is the superstition that precision construction cannot stand hard use! Better performance has caused dozens of stations to standardize on Fairchild's F-26 Recorders, both for studio and field use. And they've turned in thousands of higher-fidelity transcriptions without repairs! Here's why *station men you know* boast of their Fairchild Recorders:

1. ***High Gain Amplifier*** *permits use of microphone without a pre-amplifier!*
2. ***Instantaneous Speed Change*** *(33⅓ RPM or 78 RPM) through push-button control.*
3. ***Floating Motor Mount*** *eliminates all possibility of objectionable motor vibration.*
4. ***Split-Second Timing*** *through synchronous speed gear and worm drive at 33⅓ RPM assures wow-free recordings.*
5. ***Variations*** *of pitch and direction of cut provided for in the recorder itself. No expensive, troublesome additional feed screws needed.*
6. ***Dynamically-Balanced*** *16-pound castiron turntable.*

Write for illustrated folder today!

FAIRCHILD
Sound Equipment Division
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Studio Notes

WCAU, Philadelphia, started its WCAU Aviation Ground School on Nov. 21, with classes held in the WCAU auditorium under the direction of Dr. J. Lloyd Bohn, professor of physics and aeronautics at Temple U. Some 200 pupils attended the first lecture. Capt. John Quinn, technical director of the school, has arranged three separate 20-week 40-hour courses in aeronautical ground work, using Civil Aeronautical Authority textbooks and operating with the cooperation of 12 Philadelphia district airports, each of which has donated a ten-hour flight scholarship for distribution among the students completing the course.

NEW STUDIOS were opened Nov. 15 by CKOC, Hamilton, Ont., with Mayor William Morrison officiating. Canadian Marconi and RCA equipment was installed. Manager M. V. Chestnut was host to about 500 guests in the new main studio during a 90-minute program, part of which was aired over CBC. Among those present were A. M. Cairns, A. McKim Ltd., Toronto; Harry Sedgwick and Lloyd Moore, CFRB, Toronto; Joseph Sedgwick and Arthur Evans, counsel and secretary-treasurer, Canadian Assn. of Broadcasters; Herb Telfer, E. W. Reynolds & Co., Toronto; G. F. Herbert and Ed Chown, All-Canada and Radio Facilities, Toronto; H. N. Stovin, Toronto; Jack Radford, CBC supervisor station relations department; Dick Claringbull, CBC Ontario regional representative.

EIGHTH anniversary of the *University of the Air* program on WEVD, New York, was celebrated Dec. 1 with a two-hour broadcast as a "Salute to the American Way of Life." Divided into three 40-minute sections, presided over by Herbert Bayard Swope, Hendrik William Van Loon and Dr. Frank Kingdon, the program featured talks by such notables as Dorothy Thompson and Elmer Davis, commentators; Irving Berlin, composer and Luise Rainer, actress.

"HAS Radio Advertising Proved Profitable?" was the general subject of the meeting of the Radio Departmental of the San Francisco Advertising Club, held recently. Ralph Brunton, manager of KJBS-KQW, presided. Speakers were Arthur J. Kemp, sales manager of CBS Western Division; Mervyn McCabe, Don Lee Broadcasting System, and Ray Rhodes, NBC.

KFRU, Columbia, Mo., is running trailers in seven theatres in towns surrounding Columbia to announce its new 1370 kc. frequency. The trailers also list KFRU programs, with full credit for sponsors.

WLW, Cincinnati, for the second successive year, Dec. 1-6, will originate programs from the International Livestock Exposition, using direct lines from Chicago to Cincinnati. WLW programs will provide complete daily coverage of show highlights, including interviews with agricultural leaders and prominent exposition participants and winners.

A TOTAL of nearly 20,000 persons attended WLS, Chicago, *Home Talent* shows in the WLS coverage area during October. The shows were amateur performances for the benefit of sponsoring organizations with WLS directors in charge of production, strictly a community good-will promotion project handled by WLS on a non-profit basis.

WDZ, Tuscola, Ill., on Nov. 18 started three quarter-hour variety programs daily, entitled *Christmas Friendship Quilt Club*, sponsored by 14 local merchants. Each store displays a quilt, with individually hand-embroidered autographs of every member of the staff, in separate blocks. The 14 quilts will be given to persons writing the best letter to WDZ stating why they would like the quilt and name of store where quilt was displayed.

WBZ-WBZA, Boston-Springfield, on Nov. 17 starts for the third consecutive year *Garden Gossip*, conducted by Arnold M. Davis, Massachusetts State College specialist in floriculture, and G. O. Oleson, editor at the college.

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

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$3, one year
$5, two years

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$5, one year
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WELL-KNOWN folk make up this quartet, participating in the early-November premiere of the *Schoolboy Sports Roundup* of WNEW, New York. In jocular mood are (l to r) Barney, famed "Calling All Men to Barney's" sponsor of the new show; Bill Stern and Sam Taub, sports broadcast team heard on NBC; Rod Mitchell, commentator on the new program. Along with the premiere broadcast, Barney and WNEW were hosts to a mob of high school lads at a buffet supper in the studios. The program is heard Tuesdays, Thursdays, and Saturdays, 8:15-8:30 p. m.

EVENING sales on WOR, Newark, after 6 p. m. during October, 1940, accounted for 46.6% of the evening time, a gain of 35% over October 1939 when commercial time consumed 34% of the hours after 6 p. m., according to a recent WOR breakdown. Daytime sales for October this year filled 58.9% of the hours before 6 p. m., or 10% more than October, 1939 when commercial daytime hours accounted for 55%. Total gain for WOR was 18% or 298 hours for 1940 as against 252½ for 1939, part of which time is attributed to political broadcasts for the most part due to new and renewal business.

MORE than 15,000 school children in the community listened in their classrooms to an Education Week address by Hon. Ducan McArthur, Canadian Minister of Education, as part of a special broadcast arranged by CFOS, Owen Sound, Ont. Originally scheduled as a personal appearance address at the Owen Sound high school, the program resulted when it was found space limitations in the high school would prevent many students from hearing the speech. CFOS arranged for lines from a CBC studio in Toronto, and for sets in each of the schools in the community, and then broadcast the address by remote control from Toronto.

AMERICAN Foundation for the blind, New York, has included a documentary transcription produced by Scott Weakley, of KROW, Oakland, Cal., in its famous "Talking Book" series, used throughout the country for the blind. The transcription, made during a visit by Weakley at the California State Industrial Home for the Blind, consists of interviews with blind workers in the Home's sewing shop.

W3XE, Philadelphia Philco experimental television station, has made arrangements to televise events to be held at the Arena, Philadelphia sports center, including hockey games, the "Ice Follies of 1941," and a roller-skating derby.

WJRD, Tuscaloosa, Ala., on Nov. 21 carried direct from the playing field in St. Louis a play-by-play description of the football game between Tuscaloosa High and St. Louis University High. Driving to St. Louis to handle the broadcast were James R. Doss Jr., station owner; Frank Bruce, sports announcer; Alfred Owens, production manager, and J. E. Reynolds, commercial manager.

RADIO Division of Indiana State Teachers College, Terre Haute, is cooperating with the Indiana State Board of Health in producing a series of transcribed features built around the work of the board of health. The programs are offered to radio stations in the state as a sustaining feature. Plot centers around a typical American family and its possible contacts with the work of the State's health agencies. Director of the project is Dr. Clarence M. Morgan, director of radio education at the college.

WPTF, Raleigh, and the U of North Carolina are cooperating on two weekly WPTF programs dealing with arts, science and culture, *Modern Science* and *The University Hour*. The half-hour broadcasts touch on most phases of curricular activity at the school, from laboratory experiments to symphony concerts.

KSO, Des Moines, for the sixth year is conducting its *Christmas Tree* series, sponsored by about a dozen local merchants. The musical show runs from Thanksgiving to Christmas, with the last two weeks given over to contests. The series is in charge of Marian Schissel, KSO director of women's affairs.

AFTER an absence of seven weeks from the air during the recent political campaign, *Choose Up Sides*, weekly half-hour quiz program, returned to CBS Nov. 21 with Ted Husing, CBS sports reporter, as quiz umpire. Each week different sports celebrities join with captains of opposing teams, Cas Adams, *New York Herald Tribune* boxing expert, and Arthur Mann, magazine sports writer, to answer questions submitted by listeners. The side with the highest score wins a prize.

DURING the *National Farm & Home Hour* programs, Nov. 30-Dec. 6, NBC-Blue is presenting a series of six special broadcasts from the 41st annual International Live Stock Exposition in Chicago, which includes reports from the 22nd International Grain and Hay Show and the 19th National 4-H Club Congress. Announcers roam the exposition describing events and interviewing visitors, and winning exhibitors will be presented at the end of the event. One winner for outstanding dairy work was announced Nov. 25 to be Ann Duncan, 11-year-old daughter of Wallace Duncan, vice-president in charge of sales of WNEW, New York.

FOR the fourth consecutive year, bedridden World War veterans were initiated into membership in the American Legion over the air on a special Nov. 10 broadcast on KUJ, Walla Walla, Wash. The broadcast was held especially for the 300 war veterans in the local veterans' hospital, and included the complete initiation ritual, along with the complete opening and closing of a regular American Legion meeting. The program was produced jointly by H. E. Studebaker, KUJ general manager and Jerry Jensen, KUJ commercial director and vice-commander of the local Legion post.

WOR, Newark, has brought out a modernized rate card, dated Dec. 1, 1940, first change in format since the one issued Oct. 12, 1937. Changes since the last card include a reduction in the minimum length of contracts from 13 to 8 weeks, the offer of weather reports as well as time signals for sponsorship, the offer of 35-word announcements during evening hours, and the addition of United Press to Transradio as news services available for sponsorship.

IN OBSERVANCE of National Art Week, Nov. 25-29, WOR, Newark, invited seven New Jersey artists to move in and begin painting scenes at its transmitter in Carteret, N. J. While the painters were at work, WOR special features men broadcast from the transmitter, describing the activities and interviewing the artists on their reactions to their unusual setting.

CKUA Expansion Suggested

THE Alberta Government plans to spend $30,000 on the expansion of CKUA, Edmonton, Alta., from a 100 watt to a 1,000 watt station, it is reported in the *Toronto Financial Post*. CKUA is a non-commercial station of the U of Alberta, and carries Canadian Broadcasting Corp. sustaining network programs. It is charged in Edmonton political circles that this expansion would enable the Social Credit Government of the province to better use the expanded station as a means of disseminating political propaganda.

PRODUCTION for defense was dramatically presented in a half-hour special events broadcast over the CBS Pacific Network on Nov. 9 during mass delivery of 33 Vultee BT-13 Basic Trainers to the U. S. Army Air Corps from Vultee Field, Cal. Under supervision of Fox Case, CBS western division special events director, Paul Pierce, Dick Joy, Maurie Webster and Henry Flynn, announcers, from various vantage points on the field and control tower, described the flight. They also interviewed executives of Vultee Aircraft Co., Capt. T. J. Meyer, director of the Army Air Corps training program in the western area, and others associated with the event.

KVOE, Santa Ana, Cal., an affiliate of Don Lee Broadcasting System, on Nov. 24 dedicated its new 250-watt transmitter with a special half-hour musical program which was released to the entire network of 32 stations. Besides the staff orchestra directed by Ray Raymon, talent included the Santa Ana Elks Club national champion double quartet, with Ruth Armstrong, accompanist. Ernest L. Spencer is station manager, with Wallace S. Wiggins program director.

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LITTLE ROCK
ONLY COLUMBIA OUTLET IN THE STATE
COMPLETE DAY AND NIGHT COVERAGE IN LITTLE ROCK TRADING AREA.
5000 WATTS DAY & NIGHT
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● Last fall, Canadian farmers realized the greatest wheat and combined field crops in eleven years. *Bank Debits rose 19.8 points over 1938.* Then came war orders . . . more work and money for farmers and industries. Prosperity returned. Now, people are *spending* in the Canadian West. *This means greater potential sales for your product.* Command these sales at a low cost by placing your program on—

THE ALL-CANADA FOOTHILLS GROUP
All Basic CBC Stations
First in Listener Preference
Write for Audience Figures

CKCK Regina, Sask.
CJRM Regina, Sask.
CHAB Moose Jaw, Sask.
CJOC Lethbridge, Alta.
CFAC Calgary, Alta.
CJCA Edmonton, Alta.
CJAT Trail, B.C.
CKOV Kelowna, B.C.

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WSYR Syracuse NBC 570 KC

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WKNE-WNBX-CBS KEENE, N. H.

REPRESENTED BY RAYMER

10 FOLD INCREASE OF POWER

WIBG

PHILADELPHIA, PA.

NOW

1000 WATTS

970 K.C.

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LANG-WORTH planned programs

LARGEST PUBLIC DOMAIN RECORDED LIBRARY in the WORLD

LANG-WORTH FEATURE PROGRAMS

420 Madison Ave. New York

Monopoly Blast Shakes Radio

(Continued from page 9)

since each is allowed a maximum of one hour, it is expected that the full two days will be consumed.

The Commission's decision to proceed on the basis of the Network-Monopoly Committee's report, rather than postpone the oral arguments until proposed regulations could be drafted, came after fiery discussion in executive sessions of the Commission. Commissioners Thompson and Walker, it is understood, were bitterly incensed over the CBS attack on their report, charging the Committee with bias and attacking the "temper and spirit" of the report. It had even been suggested that the CBS brief be rejected, and the discussion at times was extremely emotional.

It was the brief of IRNA, attacking the Committee report, which provoked the now famous telegram of Nov. 15 to 227 affiliated stations, asking that they advise on that day whether they approved the brief. Virtually a 100% reply was received. The FCC, however, did not make public the breakdown of the results. The whole incident was brought to the attention of the White House by Mark Ethridge, vice-president and general manager of the Louisville *Courier-Journal & Times*.

Ethridge Letter

In a letter Nov. 16 addressed to Chairman Fly, a copy of which was directed to the President, Mr. Ethridge characterized the FCC action as "intimidation". He branded the whole procedure as "irresponsible regulation" and as a "form of tyranny" which he did not like in any form [see page 70].

It was evident, too, that the President had been apprised of these developments in other ways and that the White House had looked into the matter. The fact that the President last year sponsored legislation to reorganize the FCC, plus the knowledge that he has not seen fit to fill the vacancy created by the withdrawal of the nomination of Thad H. Brown to serve another term, were regarded as indications that he had no intention of filling that post, at least during this session of Congress.

Whether the Administration will foster new legislation at the next session to completely revamp the FCC is a leading topic in Washington radio circles. Reaction in Congress is in the direction of a far-reaching investigation of the FCC, and probably all radio, at the next session. Presumably this would be undertaken preliminary to the drafting of legislation to revamp the FCC.

It appears now that should the President decide to fill the FCC vacancy Dr. A. G. Crane, president of the University of Wyoming, would stand the best chance. Although an ardent opponent of commercial broadcasting several years ago, Dr. Crane now is understood to be fostering educational cooperation with commercial broadcast stations on a wide scale. Nevertheless, his appointment probably would not be relished by the broadcasting industry, by virtue of his past strong advocacy of more and more time for educational programs. Aside from support of the Senatorial delegation from Wyoming, it is reported that Dr. Crane is being sponsored by such potent political figures as Mayor F. H. La Guardia of New York and Draft Director C. A. Dykstra.

Others Named

A number of other candidates from the West are being supported for the non-Democratic vacancy created by the Brown withdrawal. Among these are former Judge John C. Kendall of Portland, well-known in West Coast radio circles; Ray C. Wakefield, member of the California Radio Commission, and former Governor Phil LaFollette of Wisconsin, now a practicing attorney.

Despite protestations from the FCC that the "suggested regulations" of Nov. 28 relating to chain broadcasting had not been acted upon by the Commission, the notice caused real concern in broadcast circles. Broadcasters naturally regarded it as indicative of the FCC's trend of thought. But individual Commissioners amplified the Commission release even to the extent of observing that if they were called upon to vote on regulations of that nature today, they would register against the proposals.

Neville Miller's Statement

Promptly upon release of the FCC oral arguments agenda, NAB President Neville Miller said it would be unfortunate if the high standards of radio now enjoyed were "jeopardized by restrictions sought to be imposed without warrant of law or need". He said that although the suggested rules "at least show the trend of thinking of some of the commissioners", he nevertheless was confident that "there exists on the Commission sufficient good judgment and restraint as to the exercise of powers, to the end that all of the implications of the proposed rules will be fully realized and brought to light before final adoption."

Agreeing with the contentions of opponents of the Committee's conclusions that the Communications Act gives the Commission only limited power, Mr. Miller referred to the Supreme Court decision in the Sanders "unlimited competition" case, holding that the Commission is given no supervisory control of the program, business management or policy of stations. And he alluded also to the statement of President Roosevelt on Nov. 26 that the Government has no wish to "interfere or hinder the continued development of the American system of broadcasting."

First to present oral argument, under the Commission agenda, will be NBC, which vigorously opposed all of the Committee recommendations as outside its jurisdiction and as confiscatory. Philip J. Hennessey Jr., NBC chief attorney during the hearing in 1938-39, will argue for that network. The CBS case, second to be heard, will be presented by its chief counsel, John J. Burns. Scheduled next is IRNA, represented by Paul M. Segal, Washington attorney, which also opposed virtually every basic recommendation of the Network Monopoly Committee. Don Lee, Pacific Coast regional network, is scheduled fourth, and MBS, which favored substantially all of the basic recommendations of the Committee, is scheduled fifth. The Don Lee attorney is Swagar Sherley, former chairman of the House Appropriations Committee and the elder statesman among Washington radio attorneys. Chief counsel for MBS is Louis G. Caldwell.

Others for whom argument has been scheduled, in their order of appearance, are Roy L. Albertson, WBNY, Buffalo; WHBF, Rock Island; KFRO, Longview, Tex.; World Broadcasting System; Assn. of Radio Transcription Producers of Hollywood; American Federation of Musicians; Independent Artists' Representatives, and Associated Music Publishers.

Whether there will be rebuttal argument by the FCC was not made known. George B. Porter, former FCC assistant general counsel, who was retained early this month on a per diem basis as special counsel on the Network Monopoly case, will handle the rebuttal, if that procedure is decided upon.

The Nov. 15 telegram incident [BROADCASTING, Nov. 15] was followed by a series of developments which had the entire industry on edge. In addition to Mr. Ethridge's sensational letter to Chairman Fly, IRNA Chairman Samuel R. Rosenbaum, and MBS General Manager Fred Weber, loosed broadsides.

Mr. Rosenbaum first sent to all

Voice From Front

A SHEAF of letters from Syracuse, N. Y. is on its way to a British soldier in England because, to their great surprise, a handful of WSYR announcers and engineers heard the voice of an old friend on a shortwave broadcast to Canada from "somewhere in England". The voice was telling about announcing on WSYR, Syracuse, when the boys pricked up their ears. The speaker turned out to be Henri (Chou) Chevrier, who worked at WSYR in 1936. None of his former friends at the station even suspected he was overseas as a Tommy.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS DAY AND NIGHT

COLUMBIA AND MUTUAL NETWORKS

PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

PATERNAL PRIDE sticks out all over the place as Clair Shadwell, program director of WSAI, Cincinnati, poses with his husky 17-year-old son, Calvin, star foot-baller of Cincinnati's Withrow High School, just before the youngster's last high school game on Thanksgiving Day. The Shadwells, father and son, can hardly wait for next year and a crack at college football.

affiliates and to the FCC a telegram defending the provocative IRNA brief as a "spirited defense of the right of stations to contract freely for network affiliation within the present structure of American network broadcasting, and vigorously denies the Monopoly Committee's charge that present affiliation relationships interfere with our ability as affiliates to render satisfactory public service under our licenses."

Mr. Weber countered Nov. 20 with a telegram to all MBS affiliates attacking the IRNA brief as favoring NBC and CBS on all issues, regardless of the affiliates' best interests. He also alluded to "intemperate language" in the brief and attacked Mr. Rosenbaum's position.

On Nov. 27 Mr. Rosenbaum sent another letter to affiliates justifying the position taken by IRNA. He added he had been informed that most of the objections which had been expressed to the brief had been "stirred up by officers of Mutual, who feel that the monopoly report, if adopted by the Commission, will help Mutual competitively in its effort to achieve full network status alongside National and Columbia." If this is so, he said, he regarded it as "quite short-sighted."

The whole telegram incident was cited as a striking example of why additional curbs should be placed on regulatory agencies, such as the FCC. For example, David Lawrence, noted Washington columnist, reproduced in text the Ethridge letter in his regular Washington dispatch and described it as striking evidence of the need for legislation such as the Walter-Logan Bill, passed by Congress but likely to be vetoed by President Roosevelt.

The dramatic telegram interlude may go down in FCC history as a blunder of first magnitude. Observers compared it to the situation which developed following the FCC investigation of the AT&T. Commissioner Walker had submitted a drastic report, with recommendations that would subject the Bell Companies to what they regarded as a regulatory straitjacket. Because of the tumult which followed this report, the FCC subsequently issued a sharply revised document. It is felt that in the final analysis, and in view of all of the repercussions, that the Monopoly Committee's report will be toned down almost beyond recognition when the full Commission finishes with it.

WBS Subscribers Get Bonus Christmas Discs

WORLD BROADCASTING SYSTEM on Dec. 9 is sending out to the 220 stations subscribing to its library service two special Christmas transcriptions, titled "A New Wish for Santa Claus" and "The Spirit of Christmas".

The first, a 45-minute dramatic presentation by Merrill Dennison, is a fantasy combining the old-fashioned and modern idea of Christmas. Indirect reference to the war abroad is made through the shortage of materials needed by Santa Claus to make toys, while music is supplied by a children's chorus. The second program is made up of carols by the World Carol Singers, with narration by Bill Adams. Both discs are planned for presentation Christmas Eve and Christmas Day.

Net Educators to Meet

NBC and CBS educational directors will each hold meetings prior to the Fourth Annual School Broadcast Conference Dec. 4-6 in Chicago. Sterling Fisher, CBS director of education and talks, will preside Dec. 3 at a meeting in Congress Hotel. NBC directors will hold their second meeting Dec. 3 in the series of educational forums planned this winter by the network [BROADCASTING, Nov. 15].

CBS Repeats ANA Show

CBS on Nov. 27 gave a repeat performance for New York members of the Assn. of National Advertisers and press representatives of the special production staged by Earl McGill, CBS director, at the ANA convention at White Sulphur Springs Oct. 26 this year [BROADCASTING, Nov. 1]. Produced in Studio 21 of the new CBS building on East 52nd St., the performance was presented as a "rehearsal" of a program dealing with the problem of commodity standards.

BOWEY'S Inc., Chicago (Dari-Rich), sponsor of *News & Rhythm* on CBS each Sunday, has added a new game, *Goofy Headlines* to its show. Listeners choose any two headlines such as "Driver Loses Head," "Car Runs Wild," "Main Street Widened," "Appearance Improved" from a newspaper—then take part of each of these two and make up a third one like "Driver Loses Head—Appearance Improved." Awards are given.

Chain Regulations

(*Continued from page 9*)

cast station shall enter into any contractual arrangement, express or implied, with a network organization which has the effect of or will result in the broadcasting of the programs of one network company by two or more standard broadcast stations rendering adequate primary service to the same city.

6A—After Jan. 1, 1942, no licensee of a standard broadcast station shall, directly or indirectly, own or be owned by, or be under common control with or have any interests in a chain or network organization; *Provided*, that the Commission will grant reasonable extensions of time in the event that the licensee is unable to meet the requirements of this restriction before its effective date.

OR

6B—No person engaged in network broadcasting shall be licensed to operate more than two clear channel stations or more than three standard broadcast stations of all classes.

OR

6C—No person engaged in network broadcasting shall be licensed to operate any standard broadcast station located in a city receiving adequate primary service from less than five fulltime standard broadcast stations.

7—No licensee of a standard broadcast station shall enter into any contractual arrangement, express or implied, which prevents the licensee from rejecting, for reasonable cause, any program offered by the network organization. The contracts between station licensees and network organizations shall expressly guarantee the right of program rejection by the licensee, and the judgment of such licensee shall be *prima facie* evidence of the reasonableness of rejection claims.

CBS Color Television Pickup

APPARATUS for the direct pickup of three-color television pictures is under construction by CBS television engineers who expect to have it completed before the first of the year. Announcement that a direct color pickup had been made with laboratory equipment was made by Dr. Peter C. Goldmark, CBS chief television engineer, at the Rochester fall meeting of the Institute of Radio Engineers [BROADCASTING, Nov. 15]. If the machine now being built works out as expected, demonstrations of the live pickups will be made to the FCC, probably during their Jan. 24 inspection trip, and to the press. The transmission of colored films was demonstrated in August and September.

RAYMOND GRAM SWING, MBS General Cigar news analyst, after his Dec. 23 broadcast will start on a three-week vacation, his first since July, 1939. Four commentators taking his place are Paul Schubert, WOR naval expert; Cy Caldwell, WOR aviation expert, and Major Leonard Nason, MBS military strategist.

THREE FIRMS PLAN SERVICE BENEFITS

SALARY and insurance payments as well as provision for re-employment for employes of CBS, National Union Radio Corp., Newark, and Young & Rubicam, New York, were announced by the three companies, as follows:

The CBS plan provides for the payment of from one to six month's salary for all regular fulltime employes, based upon the term of their employment by the company prior to the date of entering the United States armed forces. The company also will assume the cost of premiums payable by employes under its cooperative insurance program during the required year, and will provide for their subsequent re-employment at the end of the year period. The plan is retroactive to include employes already in service.

Other Plans Similar

Policy of National Union Radio is similar to that of CBS, with employes of one year standing with the company receiving one month's salary, payment of life insurance for a period of one year and 40 days, assurance of re-employment.

Young & Rubicam, which has 59 single men without dependents, and 30 single men with dependents, assures re-employment, barring unforeseen misfortunes, and guarantees one month's salary on entering service, another month's salary at the end of the first half of the training period, plus 1940 Christmas bonuses.

Get on WJHP's new highway to Jacksonville's buyways!

NBC BLUE

WJHP

JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager

Represented nationally by JOHN H. PERRY ASSOCIATES

WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY

CHICAGO DETROIT ATLANTA PHILADELPHIA

NYLON

Magic Word of Modern Chemistry

The new duPont Nylon yarn plant, with approximately 1500 employees is one of the newest arrivals in the coverage area of

WBOC

1500 K.C. Salisbury, Md.

Member Maryland Coverage Network

Don't overlook this rich spot. See Babson's monthly sales map.

IT'S BIG!

The MAGIC CIRCLE

More people make more products, earn more wages, and get more for their crops in WBIG's Magic Circle of fifty miles, than any other like area in the southeast.

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KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial • 1000 Watts
COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN
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WWNC
ASHEVILLE, N.C.
FULL TIME CBS AFFILIATE 1000 WATTS
sole BLANKET radio COVERAGE
of
WESTERN NORTH CAROLINA

Sponsored in Cincinnati by
Leuger Furniture Stores!
★
Available on Mutual Stations Coast-to-coast.
★
Jimmy Scribner
The fifty voices on
"The Johnson Family"
★
Write Cincinnati's Network Originating Station
WKRC
For Complete Details

Sequence of Events in Latest FCC Controversy . . .

[See story on page 9]

BECAUSE of the widespread interest in the sequence of events relating to the latest controversy over the FCC Network-Monopoly Committee's report, BROADCASTING *publishes herewith in full text those communications of record dispatched between Nov. 15 and press deadline for the Dec. 1 issue.*

On Nov. 15, the following telegram was sent over the signature of S. J. Slowie, FCC secretary, to 227 network affiliates listed as members of Independent Radio Network Affiliates Inc. during the Network-Monopoly hearing:

"Please advise by telegram today whether brief filed in chain broadcasting investigation by attorney Independent Networks Affiliates was authorized by you, was submitted to you for approval or whether views expressed therein were submitted, and whether brief reflects position your station."

[The wire, it is reported, was ordered sent by Commissioner F. I. Thompson, with the consent of Commissioner Paul A. Walker, but without full FCC approval.]

Telegram to Affiliates

On Nov. 16, Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of the IRNA board, dispatched the following telegram to all affiliates:

"Am sending following wire to all network affiliates: At the San Francisco convention the IRNA officers and board were instructed to file a brief taking exception to the report of the Monopoly Committee and Paul Segal was retained to write the brief. Segal's brief for IRNA does not attempt to express any view on behalf of any individual affiliate, nor does it preclude an expression of such views. It sets forth only an argument on behalf of IRNA as an organized group containing affiliates of every class and description, and therefore is limited to a spirited defense of the right of stations to contract freely for network affiliation within the present structure of American network broadcasting, and vigorously denies the Monopoly Committee's charge that present affiliation relationships interfere with our ability as affiliates to render satisfactory public service under our licenses.

"Before the brief was filed, advance proof was circulated to the IRNA board, and when it was filed, extra copies were ordered for distribution to every affiliate regardless of IRNA membership. These are being mailed today. A copy of this wire is being sent to the secretary of the Commission in answer to his wire. We are informed his wire was intended principally to ascertain for Commission information the number of stations for whom IRNA is qualified to argue, and not to place your individual opinions or views on the record. Would appreciate for our files copy of any reply you send the Commission in this regard, and also your opinion of the brief after you have read it. Copy of the brief is being furnished to every known radio station lawyer in Washington."

Mark Ethridge's Letter

Mark Ethridge, vice president and general manager of the *Louisville Courier-Journal* and *Louisville Times*, which operate WHAS, and a member of the IRNA board, on Nov. 16 dispatched the following letter to FCC Chairman James Lawrence Fly, sending a copy to President Roosevelt:

"I have sent the following wire to Mr. Slowie, in response to his wire of yesterday:

"'WHAS was represented at the San Francisco Convention, which instructed the officers and directors of IRNA to file a brief setting out the attitude of stations toward the Monopoly Committee's report. The brief was submitted to us for approval and we approve.'

"I do want to protest to you, however, as Chairman of the Commission, what I consider to be intimidation. Whether the wire had that purpose, its wording and its preemptory nature will certainly have that effect. I do not know any reason why the stations affiliated with the networks should not make their position known to the full Commission, particularly when a report of a committee of the Commission charges, in effect, that the stations are not fulfilling their public duty.

Should Welcome Viewpoints

"The full Commission, you told me, has not had the opportunity to study the question and has set oral arguments for the purpose of receiving further information and views. It seems to me that the Commission would welcome a statement of the position of affiliates, no matter whether it embraced that position or not.

"If the Commission was interested in knowing whom Mr. Segal represented, it could have required from him written authorization of signatures to the brief; or when he appeared to argue it, could have required him to make a showing of representation; or could have denied him the right to be heard if he could not make a showing. As a lawyer, I know you will recognize that as a fair and just and regular procedure.

"I do not believe the Commission as a whole would ever have authorized such a telegram as was sent out. I must say that it strikes me as a violent departure from any procedure of democratic government.

"I cannot refrain from adding a more personal word. As you may know, I was a New Dealer before anybody in the present administration ever said he was, and all my adult life I have fought the same sort of evils you have. Moreover, I have done all I could in the radio industry to bring it to an acceptance of the necessity and desirability of regulation. But this sort of thing seems to me irresponsible regulation, and, worse than that, a form of tyranny which I do not like in any form."

Weber's Wire to MBS Stations

Fred Weber, general manager of MBS, on Nov. 20 sent the following wire to all MBS affiliates:

"Assume you have received telegram sent by Rosenbaum to all network affiliates. We urge you read Segal brief carefully in light of your own best interests before placing yourself on record as endorsing it, either with FCC or IRNA. IRNA action at San Francisco was not unanimous and cannot be construed as blanket authorization to IRNA officers and attorney to file brief favoring NBC and CBS on all issues regardless of affiliates' best interests, not to mention intemperate language and references to Commission's Monopoly Committee. In many important respects Segal's brief is contrary to or ignores testimony introduced at hearing by IRNA's own representatives, particularly its chairman, for example with reference to Blue network situation and his network contract arrangements as developed in his second appearance before Committee. Wire from Commission Secretary obviously intended to secure more information than Rosenbaum states. Among other things it asks 'whether brief reflects position your station.'"

Rosenbaum to Affiliates

On Nov. 27, IRNA Chairman Rosenbaum dispatched the following letter to all affiliates:

"I have refrained from adding to the turmoil caused by the telegram sent by the secretary of the FCC to affiliates, beyond sending out the telegram to all affiliates the next day. In my telegram, I said,

"'Segal's brief for IRNA does not attempt to express any view on behalf of any individual affiliate, nor does it preclude an expression of such views. It sets forth only an argument on behalf of IRNA as an organized group containing affiliates of every class and description, and therefore is limited to a spirited defense of the right of stations to contract freely for network affiliation within the present structure of American network broadcasting, and vigorously denies the Monopoly Committee's charge that present affiliation relationships interfere with our ability as affiliates to render satisfactory public service under our licenses. Before the brief was filed, advance proof was circulated to the IRNA board, and when it was filed, extra copies were ordered for distribution to every affiliate regardless of IRNA membership. These are being mailed today.'

"It may be that some station owners do not believe the IRNA brief represents their views. It would be practically impossible to write a brief which would exactly express the views of all owners. There are some 400 network-affiliated stations in the country. Each has his individual problems locally, nationally, and competitively. I think one would find that if statement, argument or brief had to be

Rodent Tale

TRANSMITTER engineers of KDYL, Salt Lake City, were puzzled recently when the station went off the air just 30 seconds before the Bing Crosby program was due on the network lines. Searching frantically, they discovered a mouse in the condenser cage, just crouching and staring. As he continued motionless despite their hullabaloo, they found he had shorted two contacts.

A PAIR of champs participated on a home coming broadcast on KOA, Denver, when Jack Dempsey and General Manager Lloyd E. Yoder, formerly Carnegie Tech All-American, met at the microphone recently. This appearance was rated as especially important by Dempsey, since his first broadcast was made on KOA 16 years ago.

MY GOURD! must have been a frequent exclamation by visitors at the Gourd Show held in late October by WHA, Madison, Wis. Here examining a Hercules Club gourd, one of the countless shapes and varieties displayed at the show, is H. A. Engel, director of the U of Wisconsin educational station. The Gourd Show was staged in Radio Hall, on the campus, in conjunction with the Wisconsin Horticultural Society. Plans are under way for a similar show next fall.

American Pins

KTUL, Tulsa, claims to have set some sort of record for results with its *I Am an American* program, sponsored by Brown Dunkin, local department store. The program featured a red-white-and-blue lapel button as a giveaway to store visitors who heard the program. The feature is broadcast 5:15-5:30 p. m., and the store closes at 5:30. On the evening of the first program, before the store's 5:30 closing time, five persons had come in and asked for the lapel pin.

approved in full by every station, none would ever be filed or made.

"It was the effort of the IRNA board and attorney to disassociate themselves being rendered by affiliated stations through the very fact of their network affiliation. I think it may fairly be said that the report of the Monopoly Committee attacked the present system of network affiliation from top to bottom as impairing the ability of affiliates to render public service.

"I have been informed that most of the objection which has been expressed to the IRNA brief has been stirred up by officers of Mutual, who fell that the Monopoly Report, if adopted by the Commission, will help Mutual competitively in its efforts to achieve full network status alongside National and Columbia. If this is so, I regard it as quite short-sighted. In my opinion the energy and drive reflected in the growth of Mutual will result eventually in increasing strength and status for Mutual, and it is a mistake for Mutual to bring upon the entire industry detailed Government regulation of network operation which would hamper Mutual stations as much as others, and go far beyond the temporary advantage that Mutual seeks to obtain.

"I think the brief, if fairly read, points out that the Mutual method of operation has many advantages and is entitled to a fair opportunity. What the brief primarily contends is that IRNA is opposed to Government regulation of our business and contracts. We contend that regulation of our licenses does not involve regulation of our business and contracts. We contend that while network-affiliate relationships can be considerably corrected and improved, we are equally sure that Government intervention is the wrong way to accomplish it.

"It is true that Segal's language is colorful and emphatic. However, it is respectful and does not depart from the tone which would be followed in oral argument by many able counsel who have appeared before the highest tribunals. It would be unfortunate if a style of expression were permitted to obscure the substantial merit of the argument, and we refuse to believe that the Commission will be influenced either way by personalities.

"The brief is now in your hands and oral argument will be presented before the Commission in such manner as will be most likely to receive fair and proper consideration. In the meantime we believe the developments reviewed in this letter testify anew to the importance of having an organization which can express the views of affiliates when important crises arise in the industry.

"It is no solution for any affiliate to turn his back and say he has nothing to do with it. On the contrary your own long-range best interest lies in being a member of IRNA and expressing your views and trying to convince others that you are right, so that in the end IRNA will be able fairly and properly to present the views which reflect the best thought of the industry. Otherwise you will get regulation and meet accomplished facts without even having tried to have a hand in shaping them."

Inauguration in Mexico Is Covered by Networks

INAUGURAL ceremonies for Gen. Manuel Avila Camacho, president-elect of Mexico, over the weekend of Nov. 30, were presented on NBC during two broadcasts and also were transmitted by shortwave to South America. First program covered the actual inauguration Dec. 1, announced by Robert Francis Allen, NBC reporter in Mexico City, and later that evening NBC broadcast the address by Vice-President-elect Henry A. Wallace, special representative of President Roosevelt. Also attending the ceremonies was John F. Royal, NBC vice-president in charge of international relations, who flew to Mexico to arrange shortwaving of the two programs.

CBS scheduled three broadcasts from Mexico, all handled by Eric Sevareid, former CBS correspondent in Paris. First two CBS programs covering the event were Nov. 30 and Dec. 1 during the network's regular *News of the World* program, while a special broadcast summing up the highlights of the ceremonies was presented Dec. 2, 5:30-5:45 p.m.

Campbell Soup's Contract

CAMPBELL SOUP Co., Camden, has revised its CBS *Amos 'n' Andy* contract to a 52-week basis, effective April 1, 1940, inserting a clause for automatic renewal of the program at the end of each week for an additional 52. Ward Wheelock Co., Philadelphia is agency. A similar contract, containing the same dates and clauses, has been signed by Campbell Soup Co. for the CBS *Lanny Ross* program, which promotes Franco-American spaghetti. Ruthrauff & Ryan, New York, represents the sponsor on the latter program.

Seeking Georgia Outlet

ARTHUR LUCAS and William K. Jenkins, partners in the operation of a chain of Georgia theaters, have applied to the FCC for a new 250-watt station on 1420 kc. in Columbus, Ga. Each now owns one-third interest in WDRW, Augusta, Ga., and both recently acquired by purchase minority interests in WMOG, Brunswick, Ga., as well as part interest in the newly authorized WLAG, LaGrange, Ga. [BROADCASTING, Nov. 15].

Morris Plan in N. Y.

MORRIS PLAN INDUSTRIAL BANK, New York, on Nov. 19 started a ten-week campaign of 50-word announcements six times weekly on the New York stations WHN, WQXR, WINS and WMCA. Agency is Gotham Adv. Agency, New York.

. . . Men with families—and payrolls! $100,000,000 in U. S. Navy Contracts for Orange, alone. Put KFDM on your schedules and effectively cover this booming Gulf Coast industrial market.

1000 WATTS
560 KC
NBC BLUE
FULL TIME

KFDM
BEAUMONT, TEXAS
Represented by
HOWARD H. WILSON COMPANY

Youngstown mills, operating at capacity, are enlarging to meet the demand. Cover this market of 350,000 best with . . .

WFMJ

LISTENER PREFERENCE

Wise advertisers buy WOAI as a matter of course, because of its proven listener preference in South Texas.

POWER
PRESTIGE
CLEAR CHANNEL
EST. 1922

REPRESENTED BY
EDW. PETRY & CO., INC.

WOAI San Antonio
50,000 WATTS
NBC AFFILIATE—MEMBER TQN

For Sale

Radio Station—only station serving population of 220,000 in primary area located in southeastern state. 250 watt—unlimited time—profitable operation. $60,000 to handle. Box 81, BROADCASTING.

Profitable 250-Watt Station—in eastern seaboard state; $25,000 to $40,000 cash required. Reply in detail giving full evidence of financial responsibility. Box 82, BROADCASTING.

One Western Electric Frequency Monitor—type 1-A, Serial No. 257. Monitor is complete with tubes, minus 700 A Crystal Oscillator. WTSP, St. Petersburg, Fla.

Wanted to Buy

Two RCA Turn Tables—complete with lateral pickups and equalizing equipment. Equipment must be in excellent condition. Will pay cash. Box 62, BROADCASTING.

Used 250-Watt Transmitter—of standard make. Must be in first-class condition. Write to Tams Bixby, Jr., P. O. Box 1512, Muskogee, Oklahoma, giving full description and price asked.

Radio Station—give complete details and price, in care of BROADCASTING, Box 84.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

All Around Announcer—experienced. Start $20—rapid advancement to right man. Address Box 83, BROADCASTING.

Combination Engineer-Announcer — send numerous personal recordings, complete details, all previous station affiliations, references, hourly salary expected to KPAB, Laredo, Texas.

Announcers, Writers, Salesmen, Operators, Directors—investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Wanted—Middle-Western representatives for well-established transcription firm. Drawing account and commissions. Edward Sloman Productions, 8782 Sunset Boulevard, Hollywood, California.

ANNOUNCER—Eastern Pennsylvania Network station has opening for experienced newscaster and announcer with MC experience. Apply Box 79, BROADCASTING, enclosing photograph, personal description, experience, education and salary desired.

Station Managers & Employees—we operate nationally! We have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

Situations Wanted

Young Experienced Announcer—age 18, at Jersey station, desires new job. Box 74, BROADCASTING.

FREE-LANCE Announcer, Producer, Writer—desires station position. Future more important than salary. Box 64, BROADCASTING.

Staff-Sports Announcer—experienced. Play-by-play all sports. Sports commentary. News editing, presentation. Commercials. Box 59, BROADCASTING.

Station Losing Money?—you need me. Experienced, employed, successful record as Manager. South only. Box 57, BROADCASTING.

Manager! are you fed-up with transient spielers? Well qualified program director-announcer available. Box 66, BROADCASTING.

First Class Announcer-Program Director—six years' experience. 28 years. A-1 references. Continuity, MC, news, etc. Box 68, BROADCASTING.

Aviation Ground School Course—adapted for radio by Government licensed instructor. Russ Brinkley, WHP, Harrisburg.

Experienced Studio, Control Room Operator—first radiotelephone license Single. Anywhere. Box 77, BROADCASTING.

Experienced Barn Dance Producer—MC available; also handle sports and production. Network experience. South only. Box 58, BROADCASTING.

Announcer-Continuity Writer—five years' radio experience. News, sports, special events. Desires position with progressive station. Box 61, BROADCASTING.

Program Manager — with station outside New York. Experienced as director, writer, business manager in leading advertising agency. Employed but desires a change. Box 65, BROADCASTING.

Salesman—34 years old, married. Desires connection with future. Hard worker. Good sales record. Thorough knowledge of Sales Promotion, Copy Writing and Programming. Real producer. Box 69, BROADCASTING.

Station Owners—successful commercial man with twelve years background wants station. Will lease or consider manager's contract. Best references, proved sales record. Send details first letter. Box 78, BROADCASTING.

Situations Wanted (Continued)

Program Director-Continuity Writer — experienced, references. Commercials, plays, programming that sell! Box 76, BROADCASTING.

Experienced Farm Radio Man—build, write and announce all types rural shows. Early morning MC. Farm reared, agricultural graduate. Now employed, references. Box 80, BROADCASTING.

COMBINATION OPERATOR ANNOUNCER—21, single. Experienced as announcer on 5 Kw. CBS affiliate. New first phone license. Photo, transcription, and excellent references available. Box 85, BROADCASTING.

Manager — experienced all advertising branches of newspaper seeks Radio connection. Creative, natural promoter. Clean habits, appearance very good and gifted with a will to work. Box 73, BROADCASTING.

Newscaster — experienced! Good voice! Forceful style! College education! Thorough background! Rewrite and edit news! Now employed! References, transcription. Box 67, BROADCASTING.

AGGRESSIVE YOUNG MAN—early thirties, with rounded experience with station and network, seeks opportunity to buy all or control of good radio station. Excellent financial backing and character references. Address Box 75, BROADCASTING.

Station Manager or Commercial Manager thoroughly familiar with all phases of successful station operation. Business go-getter. Best references. Box 56, BROADCASTING.

Salesman or Commercial Manager—now employed as branch manager for important station representative. Desire sales connection with a leading station in major market or as commercial manager of smaller local station. Nine years' experience in network and national spot. Best of references. Box 63, BROADCASTING.

Program Director—9 years all around experience. Present employed independent station in New York area. Organist, pianist, transposing accompanist, announcer, through familiarity with World Library. Age 30. Christian, married, conscientious, dependable, desires position in Middle West. Excellent references. Box 71, BROADCASTING.

Manager-Program Director—specializing in building up accounts and programs. Years experience in managing, programming, production, orchestra leading, continuity writing, announcing. College graduate. Will accept position as manager-Program Director for forty weekly. Box 72, BROADCASTING.

OPERATOR-ANNOUNCERS AVAILABLE—experienced graduates in Broadcasting, Television, Frequency Modulation, and Commercial Stations now available. Able to work anywhere. Have successful men in leading stations in all sections of country. List furnished upon request. Contact Graduate Relations Dept., National Schools, 4000 South Figueroa, Los Angeles, California.

Attention Station Managers—ten years of broadcast experience, including program, announcing, selling and technical assignments. Employed past three years technical capacity at eastern 1000 watt station. Desire to confine future efforts to work non-technical in nature, dealing with public. No other reason for leaving present position. References, photograph. Married. Age 29. Box 60, BROADCASTING.

Wanted to Invest

Wants to Invest Capital—in small station with active interest. Box 70, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

RWM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Broadcast Engineering
Special Equipment Designing
Bowen Bldg. • WASH., D. C. • NA. 6718

APPLEBY, Inc.
Radio Consultants & Engineers
Munsey Bldg. Republic 2254
WASHINGTON, D. C.
FCC Applications (Broadcast, FM & Television) Prepared & Filed

Advertise in BROADCASTING for Results!

FM APPLICATIONS
Expert definition and proof of service area under FCC rules. We save you time and expense. Population Counts and Profiling service to licensed Engineers. Maps, copy, data for all Broadcasters' needs.
WALTER P. BURN & ASSOCIATES, Inc.
7 W 44 ST. NEW YORK

Network Accounts

All time EST unless otherwise indicated.

New Business

COCA-COLA Co., Atlanta (soft drink), on Dec. 1 starts *Pause That Refreshes on the Air* on 95 CBS stations, Sun., 4:30-5 p.m. Agency: D'Arcy Adv. Co., N. Y.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints), on Jan. 11, 1941, starts *Smilin' Ed McConnell* on 27 NBC-Red stations, Sat., 11:45 a.m.-12 noon. Agency: Henri, Hurst & McDonald, Chicago.

Renewal Accounts

QUAKER OATS Co. Chicago (oats, Aunt Jemima Pancake flour), on Dec. 23 renews for 13 weeks *Girl Alone* on 41 NBC-Red stations, Mon. thru Fri., 5-5:15 p.m. Agency: Ruthrauff & Ryan, Chicago.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Dec. 30 renews for 13 weeks *Blondie* on 60 CBS stations, Mon., 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Nov. 23 renewed for 13 weeks *Luncheon at the Waldorf* on 46 NBC-Blue stations, Sat., 1:30-2 p.m. Agency: Wm. Esty & Co., N. Y.

GEORGE A. HORMEL Co, Austin, Minn. (Spam), on Nov. 27 renewed *Burns & Allen* on 28 NBC-Red stations, Mon., 7:30-8 p.m. (rebroadcast, 10:30-11 p.m. Agency: BBDO, Minneapolis.

F. W. FITCH Co., Des Moines (shampoo), on Jan. 5 renews for 52 weeks the *Fitch Band Wagon* on 111 NBC-Red stations, Sun. 6:30-7 p.m. Agency: L. W. Ramsey Co., Davenport.

GENERAL CIGAR Co., New York (Van Dyck), on Dec. 15 renews for 13 weeks the *Answer Man* on 34 MBS stations, Sun. and Wed. 10-10:15 p.m. Agency: Federal Adv. Agency, N. Y.

Pa. Radio System

REPLACING the previous telephone connection service, the Commonwealth of Pennsylvania now has probably the largest and most complete radio system in the world for forest fire and flood control, as built by RCA Mfg. Co., and designed and installed by the Raymond Rosen Co., Philadelphia distributors for RCA. The low-power, high-frequency equipment provides instantaneous communication for the entire State east of Altoona.

Joins Cornell

WCAU, Philadelphia, emulated Cornell when William B. Caskey, promotion director at WFIL, Philadelphia, singled out several errors in a listener's survey conducted by the Reuben H. Donnelley Corp., which served as a basis for WCAU's latest promotional brochure, "The People's Choice." WCAU promptly sent out a correction on figures concerning its broadcasts on which error was admitted. The caption for the correction read: "Move Over, Cornell."

CONTINENTAL BAKING Co., New York (Wonder Bread and Hostess Cake), on Dec. 7 renews *Marriage Club* on 47 CBS stations, Sat., 8-8:30 p.m. (rebroadcast, 11-11:30 p.m.). Agency: Benton & Bowles, N. Y.

STERLING PRODUCTS, Wheeling, W. Va. (Ironized Yeast), on Jan. 7, 1941, for 52 weeks renews *Court of Missing Heirs* on 74 CBS stations, Tues., 8-8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

Network Changes

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Jan. 3 adds 20 NBC-Red stations to *Information Please*, making a total of 113 NBC-Red stations, Fri., 8:30-9 p.m. Agency: Lord & Thomas, N. Y.

R. B. SEMLER Co., New York (Kreml), on Nov. 20 added 3 MBS stations *Gabriel Heatter* making a total of 12 MBS stations, Wed. and Fri., 9-9:15 p.m. Agency: Erwin, Wasey & Co., N. Y.

MARS INC., Chicago (candy bars), on Nov. 25 shifted *Dr. I. Q.* to Cincinnati for 6 weeks on 91 NBC-Red stations, Mon., 9-9:30 p.m. Agency: Grant Adv., Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Nov. 16 added 18 NBC-Red stations to *National Barn Dance* making a total of 76 NBC-Red stations, Sat., 9-10 p.m. Agency: Wade Adv. Agency, Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on Nov. 20 added 6 NBC-Blue stations to *Quiz Kids* making a total of 51 NBC-Blue stations, Wed., 8-8:30 p.m. Agency: Wade Adv. Agency, Chicago.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Wings king size cigarettes), on Dec. 6 adds 13 NBC-Red stations to *Wings of Destiny*, making a total of 85 NBC-Red stations, Fri., 10-10:30 p.m. Agency: Russell M. Seeds Co., Chicago.

WTAD Joins CBS

WTAD, Quincy, Ill., on Dec. 22 joins the CBS basic supplementary group as the 123d CBS affiliate. The station recently was granted fulltime on 900 kc with 1,000 watts power.

Holiday Book Drive

PHIL COOK, who conducts the daily *Morning Almanac* program on WABC, New York, on Nov. 25 started his third annual Christmas drive for books to be distributed to hospital shut-ins. In 1938 and 1939 listeners sent in 58,000 books in response to Cook's drive, while nearly 150,000 books were contributed by the audiences of all the CBS stations conducting similar drives.

DAVID ROSS, CBS announcer for the *Take It or Leave It* program, sponsored by Eversharp Inc., Chicago, is author of the poem "Passport Beyond Tyranny" in the Nov. 16 issue of *Saturday Review of Literature*.

KEN CARPENTER, Hollywood announcer on the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., has been cast for a part in the Paramount film, "New York Town".

Olsen Rug Placing

OLSEN RUG Co., Chicago, said to be planning a campaign on over 100 stations, on Jan. 6 starts a thrice-weekly quarter-hour news program featuring Norman Barry on WMAQ, Chicago. Presba, Fellers & Presba, Chicago, handles the account.

WHOM's

(New Western Electric)

1,000 WATT TRANSMITTER NOW ON THE AIR

New York City's Outstanding Foreign Language Station

JOSEPH LANG, Mgr.
New York Office & Studios
29 W. 57th St., N. Y.

HER HEALTH IS IN YOUR HANDS

Before this child reaches maturity, Tuberculosis may be eradicated from the United States.

But remember, she is growing up in a world where Tuberculosis still causes more fatalities between the ages of 15 and 19 than any other disease!

By buying and using Christmas Seals you will enable your Local Tuberculosis Association to continue a year-round fight that has helped to reduce the death rate from Tuberculosis by 75% during the last 33 years!

So protect this child—and every child in your community.

BUY CHRISTMAS SEALS

The National, State and Local Tuberculosis Associations in the United States

DO YOU MAKE THIS $396 MISTAKE IN SENDING TELEGRAMS?

Up until last year, a certain firm (name on request) paid $396 too much for telegrams! Then Postal Telegraph surveyed telegraph costs and provided an easy-to-follow plan that *saved* this amount! Why not let this free cost analysis save money for *you?*

For information about free telegraph cost analysis —wire collect: H. A. Davis, Postal Telegraph, 253 Broadway, N. Y. C. No obligation!

WIRE COLLECT:

Postal Telegraph

Promotion Drive For KXOK Shift

Extensive Campaign Features Change to 630 kc. 5 kw.

ONE OF THE most elaborate exploitation campaigns undertaken by a broadcast station in connection with changed facilities was launched by KXOK, St. Louis, prior to its change-over from 1250 to 630 kc., with newspaper, billboard, trade paper, streetcar and bus cards and other local media used in the all-front campaign.

Culminating several years of effort by Elzey Roberts, president, and John C. Roberts, vice-president of the Star-Times Publishing Co., which operates KXOK, the station shifted frequency, Oct. 26 with 5,000 watts full-time. It is now broadcasting from its new location with a Western Electric 405 B-1 transmitter and three 400-foot Truscon steel towers. The station becomes the NBC Blue outlet on Jan. 1, after independent and supplemental MBS operation on 1250 kc. for two years.

Promotion Drive

The extensive campaign to acquaint listeners, along with the advertising fraternity of the improved facilities was launched about a month before the change-over. Trade paper space, plus a pop-up mailing piece showing two miniature transmitters when opened, were employed. Using the theme "KXOK now 630 on your dial," the station used practically all available open spots on its schedule to advise listeners of the switch-over.

In the St. Louis area, 115 large billboards were spotted to tell this story. Cards were used on about 1,000 cars and buses. The fleet of trucks and motorcycles of the Delmar Delivery Co., *Star-Times* distributors, carried side cards and bumper stripes. Goodwill Industries, private relief organization which has had time on KXOK for two years, used similar cards and bumper stripes on its 30 collection trucks. Daily institutional ads in the *Star-Times* were devoted to the change, beginning about six weeks prior to the date.

Spots on all but one St. Louis station were purchased on the preceding and actual date of the change, limited to the theme phrase. When the change became effective, the *Star-Times* printed a special section crammed with congratulatory ads. Photos of KXOK air personalities and behind the scenes workers were displayed.

A tie-in with a chain of 29 theatres was made, whereby KXOK frequency change ads were displayed in lobbies. On election day, KXOK furnished these theatres election returns, using the frequency shift credit line.

KXOK offered, without charge, to send out servicemen to change KXOK settings on push-button sets.

RECENT sponsors for Dorothy Thompson's weekly *Personalities in the News* series on MBS are Golden Age Ginger Ale Co., Akron, on WJW, and Hoffhimer Shoes, Newport News, Va., on WGH, making a total of 14 sponsors in 15 cities. Miss Thompson will continue on MBS for another 13 weeks, effective Jan. 5, 1941, Sundays, 8:45-9 p.m.

STALL for bull-fiddles is the innovation of George Cranston, assistant general manager of WBAP-KGKO, Fort Worth. Weary of stumbling over the instruments in the studios, the ingenious executive alleges he stayed after hours one night and built the rack himself.

John L. Lewis Asks Amending of Law To Forbid Denial of Labor Programs

REPERCUSSIONS from a recent misunderstanding between the Congress of Industrial Organizations and KYA, San Francisco, resounded at the opening of the CIO convention in Atlantic City Nov. 18 when John L. Lewis, retiring president of the labor organization, attacked the NAB Code and its provision against the sale of station time for discussions of controversial subjects.

Mr. Lewis, in his presidential report, declared the code provision was harmful to the interests of labor and asked that the Federal Communications Act be amended to prohibit broadcasters from denying labor unions the right to purchase time on the air. "This would put the radio broadcasting business in the same class as other public utilities, like railroads, ships and bus lines, which must give equal service to all the public," he commented.

Complains to FCC

Referring specifically to the station in his report, Mr. Lewis charged that KYA had refused to renew the contract under which the *CIO Reporter* program had been broadcast five nights a week for two years, citing as its reason the allegedly "controversial issues" of the feature and the NAB Code provision against selling time for such broadcasts. On Oct. 30 Mr. Lewis had filed a complaint with the FCC, declaring that "the issue raised in this case is of paramount importance to labor" and that "it threatens to make radio communication inaccessible to organized labor for all practical purposes". Although the FCC legal department has been studying the CIO complaint, no official developments have been announced.

Carrying on the protest of the CIO leader against "discriminatory denial of radio facilities to labor", the convention adopted two resolutions dealing with union labor's program relations with broadcast stations. The resolutions urged study of the problem and support of legislation "which would guarantee equal use of radio facilities to the American people" and attacked "the extra-legal code promulgated by the NAB", charging that labor has been denied the right to buy time by many stations on the ground that its point of view is controversial. It was recommended that the CIO publicity department during the coming year publish a leaflet covering the technical questions involved in the business and technical aspects of radio, to serve as a guide to local and international organizations.

On Nov. 22 CBS gave the CIO a quarter-hour on 78 stations for an address by Philip F. Murray, newly-elected president of the union, with WBAB, Atlantic City, handling the pickup. According to Joseph L. Miller, NAB labor relations director, the broadcast marked the first time a network has given free time before 10 p.m. to a labor leader, cutting into a Kay Kyser sustaining pickup at 9:45 p.m. He also said that the allotment of time to Mr. Murray was not motivated by the blast by Mr. Lewis.

Isolated Example

However, Mr. Miller intimated that radio is "hurt" by Mr. Lewis' outburst, remarking that he singled out one remote instance (KYA) as the basis for his complaint. Labor leaders at the convention expressed gratification at the network broadcast, declaring that "radio broadcasters have finally realized the value of labor".

Remarking further on the alleged disparities resulting from enforcement of the NAB Code, particularly as it pertained to the KYA situation, Mr. Lewis declared in his report:

"At the same time large corporations in that area subsidize news and amusement programs which, like the *Ford Hour*, always include a bias in favor of the employer-organization. There have been several similar instances in the past year in which other CIO locals have been denied the right to secure radio time, even when they offered to pay for it."

Declaring that the NAB rule on "controversial issues" was not based upon any law nor that it had any legal authority, Mr. Lewis added:

"It is simply a rule devised by the radio broadcasters through their association. Under this rule, no station is supposed to sell time for controversial subjects. Instead, such subjects are to be handled by giving representatives of both sides equal amount of free time to discuss them.

"At the last convention, I reported that the rule gave considerable time to broadcasters and it would have to be watched with grave concern. As it is now working, the rule seems harmful to labor. Unions are denied the right to purchase time, and they cannot get free time for radio debates, because employers will not give labor the publicity of a public debate. Yet everyone is familiar with the distorted news and propaganda put out by corporations on their commercial programs.

"It is therefore necessary to subject to some control the arbitrary powers of the broadcasters to withhold or grant radio time. This can be done by amendments to the Federal Communications Act which would prohibit discriminations and afford a summary procedure for hearing cases of discrimination with authority to direct that the facilities be made available on non-discriminatory terms."

FUNDS OF PARTIES SLATED FOR PROBE

WITH no definite figures yet available on political time sales during the recently concluded campaign, the expenditures question took a new tack Nov. 26 when Attorney General Robert H. Jackson announced that officials of all national political parties and committees, together with their records of contributions and disbursements, would be examined Dec. 3 before a Federal Grand Jury as part of the investigation of alleged violations of Federal election laws.

The investigation, directed by Maurice M. Milligan, special assistant to the Attorney General, centers on alleged violations of the Hatch Clean Politics Act and the Corrupt Practices Act. A special grand jury has been called in the U. S. District Court for the District of Columbia, to start hearings Dec. 3.

Mr. Jackson stated that the Justice Department had received numerous complaints, both during and after the campaign and Nov. 11 election, that the $3,000,000 limit fixed upon campaign expenditures by the Hatch Act was being violated or evaded. Although the statute places no restriction on the amount of money a political group can spend on campaigning via radio or any other media, so long as these expenditures and other expenses are kept within the $3,000,000 limit, it is certain that the estimated $2,000,000 worth of radio time purchased [BROADCASTING, Nov. 15] will eat up a good share of party expenditures.

Esterbrook Pen's Shortwave

ESTERBROOK STEEL PEN MFG. Co., New York, has signed with NBC's International Division for a series of 16 quarter-hour programs to be shortwaved to South America immediately following the Metropolitan Opera broadcasts, sponsored by Texas Co. on NBC in the United States and shortwaved via NBC's international stations WRCA and WNBI. The Esterbrook programs, starting with the Saturday afternoon opera Dec. 7, will feature Llopis de Olivares, NBC Spanish announcer also handling the opera shortwave broadcasts, who will summarize the following week's opera for South American listeners, together with comments on the highlights of the broadcasts. The company also will offer a pen and pencil set to South American listeners sending in the best letters of 50 words or less on "Why I Like Opera." Agency handling the pen account is National Export Advertising Service, New York.

NO GAG was this purposeful pose by Dick Day, announcer of WDGY, Minneapolis. When the Northwest was visited by one of the worst blizzards in history in mid-November, he hauled out his ski togs and slid to work, with snow shoulder-high and more in many places. Through the storm WDGY announcers stuck to their posts, supplying latest information on highways, missing persons, snowbound towns and weather conditions. Announcer Gregg Donovan, unable to reach his snowbound home, spent several nights at the Hotel Nicollet studios. Engineers Al Lennon and George Jacobson, broadcasting from the transmitter on Wayzata Blvd., supplied the names of persons and families marooned along the thoroughfare in taverns, oil stations and farm homes. Some 500 cars were snowed in along a 12-mile stretch, one of the heaviest blockades in the entire storm area.

SPEED WITH DISCS
Candidate's Platters Shifted Quickly by KMBC

THE ELECTION is a thing of the past, but officials of KMBC, Kansas City, are still talking about the set-up of a last-minute political speech made the night of Nov. 4 in KMBC's studios by Missouri's Senator James Reed.

At 7:30, Reed made a speech which was fed by KMBC to KFEQ, St. Joseph, and KTUL, Tulsa. While he spoke KMBC recorded the half-hour talk on two 15-minute takes. As the first platter was completed, a special messenger rushed it to KCMO, Kansas City, where it was put on the air at once. When the second quarter-hour record was cut it was rushed to KCMO just in time to follow the first part on the air.

As soon as KCMO had aired the speech it sent the transcriptions back to KMBC to feed the speech, by transcription, to KFRU, at Columbia, Mo., at 10 p.m.

The talk was not carried on KMBC.

GENERAL MILLS, Minneapolis, which has been sponsoring the five times weekly serial *By Kathleen Norris* for Wheaties four times daily on both NBC-Red and CBS, on Nov. 29 discontinued the series on NBC. The program continues on 24 CBS stations, Monday through Friday, 10-10:15 a.m. with a rebroadcast 11:45 a.m.-12 noon. Agency handling the account is Knox-Reeves, Minneapolis.

RECENT subscribers to United Press include WREN, Lawrence, Kan.; WCKY, Cincinnati; WAJR, Morgantown, W. Va.; KIDW, Lamar, Col.; KFXJ, Grand Junction, Col.; KIUL, Garden City, Kan.; KODL, The Dalles, Ore.; KMED, Medford, Ore.; KAST, Astoria, Ore.; KFBC, Cheyenne.

Network, Disc Programs Aid Christmas Seal Sale

RADIO again this year is playing an important part in the 34th annual Christmas Seal campaign of the National Tuberculosis Assn. Transcriptions, prepared by WOR Transcription Service, have been sent to local chapters for placement on local stations including spot announcements by Milton Cross, Lowell Thomas and Harry Von Zell, a one-minute trailer with Spencer Tracy, and a quarter-hour feature with Ted Collins and Kate false and misleading.

As a special stunt in connection with the package of tuberculosis stamps sent to King George VI of England via the *Clipper* Nov. 28, WOR's Bob Emory representing the Association's New York division, and June Baker, home economist of WGN, Chicago, in New York at the time, placed the stamps on the plane. With them were two English refugee children, who made the actual presentation of the package to the Clipper captain.

FTC Stipulations

THE Federal Trade Commission on Nov. 28 announced stipulations received from Gooch Feed Mill Co., Lincoln, Neb., agreeing to curb certian advertising claims for chicken feeds; Lane Bryant Inc., New York, for certain wearing apparel fabrics; Lit Bros., Philadelphia, for girdles and corsets. The FTC also announced that Weaver Real Estate Appraisal Training Service, Kansas City, headed by Howard S. Weaver, filed an answer to a recent FTC complaint charging false and misleading advertising, via radio and other media, for its home study courses. The answer admits use of the advertising matter and broadcast material cited, but denies it is false and misleading.

ASSOCIATED MARKET RESEARCH has been organized in Hollywood with offices at 6331 Hollywood Blvd. Charles Jamison, formerly engaged in research in Los Angeles and San Francisco, is president, with James O. Coit as vice-president in charge of statistics. He was formerly associated with International Business Machines Corp. David Mantner, formerly of the American Institute of Public Opinion, is director of personnel and Leonard Blum is secretary.

RADIO AIDS SANTA
Takes Over Annual Parade In Hollywood

VIRTUALLY all NBC Hollywood talent participated in the annual two-mile parade that opened Santa Claus Lane, that city, Nov. 23, in an exclusive promotion tie-in arranged by Hal Bock, western division press manager, and his assistant, Joe Alvin.

The event, witnessed by more than 600,000 persons, signaled beginning of the Christmas season in Southern California. It was covered by newsreels, photo and wire services, as well as fan publications. In addition, much advance publicity was given by local Southern California newspapers who used generous layouts of NBC pictures.

NBC press department took over the entire parade. Irene Rich, star of the weekly NBC program, *Dear John*, sponsored by Welch Grape Juice Co., threw the switch that flooded Hollywood Blvd., and officially opened Santa Claus Lane. Description of the festivities, with interviews, was recorded by Jimmy Vandeveer, KFI-KECA, Los Angeles, special events announcer, and later was released over the NBC-Pacific Blue network.

Grocery Meeting Hears European Commentators

AS A FEATURE of the opening day of the 32d annual convention of the Associated Grocery Mfrs. of America, held Nov. 25-27 at the Waldorf-Astoria Hotel, New York, NBC arranged a three-way Transatlantic hookup with its foreign correspondents in London and Basle, Switzerland, under the supervision of A. A. Schechter, NBC director of news and special events, participating in the conversation were Fred Bate, chief of NBC's London staff, Max Jordan in charge of NBC's Continental staff at Basle, and Mr. Schechter speaking from New York.

At the conclusion of the convention Nov. 27, Paul S. Willis, president of AGMA, gave an address, broadcast on CBS, on the food in-industry's role in natural defense.

Canada to Allow Sponsored News

THE BOARD OF GOVERNORS of Canadian Broadcasting Corp. settled the long drawn out controversy over sponsored newscasts on private stations in Canada when it announced a new set of regulations to go into effect Jan. 1.

After a two-day meeting in Ottawa, the CBC governing board announced the new policy which provides that newscasts may be sponsored with an institutional phrase such as, "Through the courtesy (name and business of sponsor) and as a service to its listeners, Station - - - - presents the news of the day copyrighted by an authorized news agency." This announcement must be used before and after the news program.

At present the only authorized news agencies are British United Press and Transradio Press [see page 22].

The Canadian Assn. of Broadcasters held a meeting at Montreal Nov. 25 and appeared before the CBC governing board Nov. 26. The CAB has waged a battle for retention of sponsored newscasts and has evidently won a partial victory in its fight over the opposition of the Canadian Press Assn. As interpreted by broadcasters, and unofficially by CBC executives, the new regulations do not eliminate the use of spot announcements before and after newscasts, but require a break of some kind between these spot announcements and institutional newscast announcement.

The new regulations provide for unsponsored newscasts, supplied by the new CBC news department; for local and sports news written by arrangement with CBC for sponsorship; and for world news from any authorized agency or written arrangement with CBC.

A staff to handle the preparation of news for the CBC and affiliated stations of its proposed "basic coverage" group, was expected to be assembled by Dec. 1. It is generally believed the unified news service staff would be headed by Dan McArthur, formerly of the *Toronto Globe* and *McLean's* Magazine and now with CBC.

●NOW ON THE AIR!!

"THE GIFT TO CENTRAL WISCONSIN"*

—Things are happening in Radio in Central Wisconsin! WFHR signed on Election Night, Tuesday, November 5, and has commanded tremendous listener-interest in the rich Wisconsin River Valley . . .

—WFHR is doing a good job for SCORES of advertisers. . . . Its public acceptance is best shown by the 1600 telephone calls received in 12 minutes on a single spot announcement.

1310 Kc. 250 Watts Day 100 Watts Night

WFHR

WISCONSIN ★ RAPIDS

BE SURE OF COVERAGE IN CENTRAL WISCONSIN!

Put Your Sales Message on the Air Over

WFHR—WISCONSIN RAPIDS, WIS.

WILLIAM F. HUFFMAN, Owner GEORGE T. FRECHETTE, Manager

For rates and information address inquiries to WFHR, 141 W. Grand Ave., Wisconsin Rapids, Wis.

*Exact words of one of thousands of listeners who have voluntarily sent their opinions to WFHR by mail. They appreciate and listen to this new station.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

NOVEMBER 16 TO NOVEMBER 29, INCLUSIVE

Decisions . . .

NOVEMBER 15

NEW, Hughes Productions Division of Hughes Tool Co., Los Angeles—Granted CP television No. 2 10 kw.

NEW, Same, San Francisco — Same grant.

NEW, CBS, Los Angeles—Granted CP television No. 8 1 kw.

NEW, Earle C. Anthony Inc., Los Angeles—Granted CP television No. 6 1 kw.

NEW, Leroy's Jewelers, Los Angeles—Granted CP television No. 10 1 kw.

NEW, May Department Stores Co., Los Angeles—Granted CP television No. 12 1 kw.

NEW, Television Productions Inc., Los Angeles—Granted CP relay television No. 13, 14, 250 w visual only.

NEW, Metropolitan Television Inc., New York—Granted CP No. 8 1 kw.

NEW, CBS, Chicago—Granted CP television No. 4 1 kw.

NEW, Kansas State College, Manhattan—Granted CP television No. 1 100 w.

WRUW, Boston—Granted CP increase to 50 kw.

WGST, Atlanta—Continued hearing re renewal applic. to 2-10-41.

WTCM, Traverse City, Mich.—Granted mod. CP new station re antenna, trans.

NOVEMBER 20

NEW, Kokomo Bcstg. Corp., Kokomo, Ind.—Granted CP 1420 kc 250 w unl. IV.

NEW, Travelers Bcstg. Service Corp., Hartford—Granted CP FM 45.3 mc 6,100 sq. miles.

NEW, J. D. Falvey, Ottumwa, Ia.; NEW, L & M Bcstg. Co., Ottumwa—J. D. Falvey granted CP 1210 kc 100 w unl.; L & M Bcstg. Co. denied CP 100-250 w same frequency.

NEW, General Electric Co., Schenectady—Granted CP FM 6,600 sq. miles.

WSBC, Chicago—Granted voluntary assignment license to Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Elizabeth M. Hinzman d/b Radio Station WSBC.

WALB, Albany, Ga.—Granted mod. CP change to 1530 kc directional N, unl.

WCOV, Montgomery, Ala.—Granted CP increase to 250 w.

WTSP, St. Petersburg, Fla.—Granted CP new trans., change to 1350 kc 500 w-1 kw.

WAIM, Anderson, S. C.—Granted CP new radiator, trans., increase to 250 w.

WDEL, Wilmington, Del.—Granted CP directional N & D, new trans., increase to 5 kw unl. 1120 kc.

WAPO, Chattanooga—Granted mod. CP new trans., increase to 1-5 kw directional N, move trans.

NEW, World Peace Foundation (Abraham Binneweg Jr.), Oakland, Cal.—Denied amended applic. portable station.

WJBO, Baton Rouge, La.—Granted CP increase to 5 kw new equip., directional N.

KSAL, Salina, Kan.—Granted CP increase to 1 kw, change antenna.

WISN, Milwaukee—Granted CP increase to 5 kw new trans., directional.

W2XI, New Scotland, N. Y.—Granted mod. relay television to Channel 8.

WTEL, Philadelphia—CP change to 1500 kc 250 w unl.

MISCELLANEOUS—NEW, George F. Meyer, Medford, Wis., granted reconsideration of decision of 5-28-40 setting applic. CP new station for hearing, and adopted order granting auth. operate on 1500 kc 100 w unl.; WWRL, Woodside, L. I., granted extension temp. license; WBAX, Wilkes-Barre, continued oral argument to 1-9-41; WORL, Boston, granted mod. license increase to 1 kw, D only; WABI, Bangor, Me., granted amendment applic. for CP to 970 kc 5 kw unl., directional N.

NOVEMBER 23

MISCELLANEOUS — License new station granted WAKR, Akron; license new station granted WIZE, Springfield, O.; license new station granted KPHO, Phoenix, Ariz.

NOVEMBER 26

NEW, Tropical Bcstg. Co., DeLand, Fla.—Granted CP 1310 kc 250 w unl.

NEW, Community Bcst. Inc., Wheeling—Granted CP 1370 kc 100 w unl.

WMT, Cedar Rapids, Ia.—Granted CP increase N to 5 kw, change antenna.

WAIR, Winston-Salem, N. C.—Granted mod. license to 1310 kc 250 w unl.

WSJS, Winston-Salem, N. C.—Granted CP change to 600 kc 1 kw, directional N.

KROD, El Paso—Granted CP change to 600 kc 500 w 1 kw LS, new trans.

WREC, Memphis—Granted CP change antenna, increase to 5 kw unl., 600 kc.

WCLS, Joliet, Ill.—Granted auth. transfer control to Walter Ashe.

KGFW, Kearney, Neb.—Granted consent transfer control to Lloyd C. Thomas.

WCOP, Boston—Granted CP directional N, increase to 500 w unl., 1120 kc.

SET FOR HEARING—Syoms Bctg. Co., Ellensburg, Wash., J. C. Kaynor, Ellensburg, Wash., and Mosby's Inc., Anaconda, Mont., to be heard at same time; Park Cities Bcstg. Corp., Dallas, and KRBC, Abilene, to be heard jointly; KMBC, Kansas City, CP change to 690 kc 50 kw directional N, etc.; KFJI, Klamath Falls, Ore., CP new trans., antenna, change to 600 kc, increase to 500 w 1 kw LS.

NOVEMBER 27

NEW, WCAU Bcstg. Co., Philadelphia—Granted CP FM 46.7 mc. 9,300 sq. miles.

WMPS, Memphis—Granted auth. transfer control to Memphis Pub. Co.

WMC, Memphis—Granted consent voluntary assign license to Memphis Pub. Co.

SET FOR HEARING — WOOD, Grand Rapids, consent assign license to WOOD Bcstg. Corp.

MISCELLANEOUS—KGIR, Butte, Mont., dismissed rehearing petition against action 9-4-40 granting applic. KDTH, Dubuque, Ia., for modif. CP; WAPI, and Voice of Alabama, Birmingham, granted in part motions to clarify notice of hearing re renewal applic.; WPRA, Mayaguez, P. R., and WSSJ, San Juan, and Puerto Rico Adv. Co., Arecibo, P. R., denied reconsideration of order setting for hearing applic. renewal WPRA, CP for WSSJ and applic. Puerto Rico Adv. Co. new station; WJLS, Beckley, W. Va., set for hearing applic. CP change to 900 kc 1 kw new trans. directional N; WJLS, Beckley, W. Va., and WTAD, Quincy, Ill., adopted decision and order denying WJLS petition for rehearing filed by WJLS directed to order of 9-4-40 granting applic. WSAZ, Huntington, W. Va. change to 900 kc increase power etc., set for hearing applic. WJLS for CP, granted reconsideration of WTAD applic. and modified WSAZ grant of CP to conform to antenna requirements. WLAK, Lakeland, Fla., granted request withdraw applic. transfer control to Fla. West Coast Bcstg. Co.; Lou Poller, Jessup, Pa., denied petition intervene hearing on applic. license for WARM, Scranton, Pa.; WAPI, Birmingham, referred to Commission petition continue proceedings re renewal of license pending litigation concerning transfer; NEW, Worcester Bcstg. Corp., San Diego, adopted final order granting CP 1420 kc 250 w unl.

NOVEMBER 29

MISCELLANEOUS—CPs new transmitters granted WGRM, Greenwood, Miss., WSLS, Roanoke, Va., WDAS, Philadelphia, WDEF, Chattanooga, WERC, Erie, Pa.; WSTV, Steubenville, granted license new station.

Applications . . .

NOVEMBER 18

WTAG, Worcester, Mass.—CP increase to 5 kw N & D, change antenna.

NEW, Thomas J. Watson, Endicott, N. Y.—CP 1240 kc 1 kw unl. directional N, amended for new antenna and asking 1420 kc 250 w unl.

WBEN, Buffalo—Mod. CP directional N, increase power, move trans., re new trans. and change antenna.

WMCA, New York—License for reinstatement of CP, new trans., change antenna, increase power, move trans.

WDAS, Philadelphia—CP new trans.

WSLS, Roanoke, Va.—CP new trans.

NEW, CBS, Chicago—CP FM 44.9 mc 16,100 sq. miles.

KRLC, Lewiston, Id.—CP change equip.

KFXM, San Bernardino, Cal.—CP new trans.

KQW, San Jose, Cal.—CP change to 740 kc II 50 kw, new trans., change directional antenna.

NOVEMBER 20

WABI, Bangor, Me.—CP new trans., directional N, change to 560 kc 1 kw, amended to 970 kc under treaty, 5 kw directional.

WCAO, Baltimore—CP change to 5 kw N & D, new trans., directional N & D.

WFDF, Flint, Mich.—Mod. CP new trans., directional N & D, increase power, to change type of trans.

KTBS, Shreveport, La.—CP change to 1020 kc (1060 under treaty), 50 kw, move trans., amended to new trans., directional N.

NEW, Oscar C. Hirsch, Cairo, Ill.—CP 1500 kc 250 w unl. IV.

KOVO, Provo, Utah—Voluntary assignment license to KOVO Bcstg. Co., amended re agreement of sale etc.

NEW, Arthur Lucas & Wm. K. Jenkins d/b Chattahoochee Bcstg. Co., Columbus, Ga.—CP 1420 kc 250 w unl. IV.

NOVEMBER 25

WQXR, Long Island City—CP move aux trans.

WJDX, Jackson, Miss.—CP change to 5 kw N & D directional N.

NEW, Northwest Ga. Bcstg. Co., Cedartown, Ga.—CP 1310 kc 250 w unl.

WGAU, Athens, Ga.—Voluntary assignment license to J. K. Patrick, Earl B. Braswell, Tate Wright, C. A. Browland db J. K. Patrick & Co.

KTSM, El Paso—Mod. license to 1 kw.

KORN, Fremont, Neb.—Auth. transfer control amended to omit Earl J. Lee.

KOL, Seattle—CP increase to 5 kw N & D directional.

NEW, Wodaam Corp., New York—CP FM 45.3 mc 8,500 sq. miles.

NOVEMBER 27

WBAL, Baltimore—Mod. CP new trans. etc., to change trans., antenna.

WITH, Baltimore—Mod. CP new station re trans.

WATR, Waterbury, Conn.—CP increase to 1 kw new trans.

WPIT, W1XK, WBZA, WEMA, W1XSN, WBZ, WEMB, WEMQ, WHER, KYW, WEMN, KDKA, WAHA, WEMC, WEMO, WEMS—Consent assign licenses to Westinghouse Radio Stations.

NEW, Westinghouse Radio Stations, Boston and Springfield—CPs FM 46.5 and 48.1 mc respectively, 6652 and 2022 sq. miles respectively.

WIP, Philadelphia—License change antenna.

NEW, Westinghouse Radio Stations, Philadelphia and Pittsburgh—CPs FM 45.5 and 47.5 mc respectively, 11,492 and 14,700 sq. miles respectively.

NEW, Chattanooga Bcstg. Corp., Chattanooga—CP 1420 kc 250 w unl., amended re trans.

KWBG, Hutchinson, Kan.—Auth. transfer control to O. L. Taylor, William Wyse and Wesley E. Brown.

NEW, Westinghouse Radio Stations, Fort Wayne—CP FM 44.9 mc 6150 sq. miles.

CARNIVAL ATMOSPHERE marked the inauguration of General Electric's FM broadcast service Nov. 20, when W2XOY started regular program operation on a seven-hour daily schedule, from 3 to 10 p.m. Mrs. Edith Alexanderson Burnham, daughter of E. F. W. Alexanderson, GE scientist, christened the station by smashing a bottle of high vacuum —"a bottle of nothing"—against an antenna tower. As the bottle broke, power was turned on for the first broadcast. With music by Phil Spitalny's orchestra, whose *Hour of Charm* is sponsored by GE on NBC-Red, speakers on the dedicatory broadcast included Charles W. Wilson, GE president; Commissioner George H. Payne, of the FCC; Dr. W. R. G. Baker, manager of the GE radio and television department; Robert S. Peare, manager of GE broadcasting operations. The 3 kw. W2XOY transmitter, operating on 43.2 mc., is located in the Helderberg mountains, at an elevation of 1,500 feet, about 12 miles from Schenectady. Television operations of GE are conducted in the building, along with FM. The FM antenna is at extreme right, television antenna in center, while the antenna at extreme left is used to pick up both television and FM programs transmitted from Schenectady GE studios.

Storm Over Armarillo

WITH the Texas Panhandle swept by a devastating ice storm, KFDA, Amarillo, kept its entire staff on duty from Nov. 24 until 1:30 a.m. Nov. 27 clearing emergency messages and special traffic from Amarillo to the outside world. KGNC also operated under emergency conditions, using a gasoline generator to provide power when power lines went down under the ice load. Working with lanterns and torches much of the time, while the light and power supply was dead, KFDA engineers set up a 100-watt ham transmitter and assembled for temporary operation the stations new mobile unit, which was under construction. Using these facilities, with a gas generator for power, they handled emergency messages before finally returning to the air at 2:15 p.m. Nov. 25. No commercial programs were broadcast, since network lines also were down and emergency traffic had right of way.

FREDERICK FULLER, musical director of WHA, Madison, Wis., during the Armistice Day blizzard in the Midwest piloted his motorboat over Lake Mendota for several hours durthe night in search of a lost hunter, finally found after daylight. The rescued nimrod, Rupert Batz, assistant U. S. meteorologist at Madison, frequently handles weather bureau spots on WHA from the U of Wisconsin campus.

RADIO COUNCIL of the Chicago Public Schools set up a "listening center" for transcriptions of broadcasts of interest to English curriculum at the Stevens Hotel, Chicago, during the 30th Annual Meeting of the National Council of Teachers of English, Nov. 21-23. Recordings were programs sent in by networks, commercial and educational stations and school systems.

FULTON LEWIS, Jr., MBS Washington commentator, on Dec. 3 will broadcast a special talk on MBS from Rockford, Ill., when WROK celebrates its first anniversary as a Mutual affiliate.

LATE *Personal* NOTES

GEORGE P. BUTTERLY, former vice-president of J. W. Pepper, New York, has been elected president of the agency, replacing J. W. Pepper, who becomes chairman of the board. Stuart G. Arnold continues as executive vice-president.

R. H. WRIGHT of the program department of CKMO, Vancouver, has been named acting manager, following resignation of H. M. Cook, manager.

D. W. BUCHANAN, supervisor of public affairs broadcasts in the program department of the Canadian Broadcasting Corp. at Ottawa, has resigned, according to an announcement on Nov. 26.

WILLIAM WINTER, news analyst of WBT, Charlotte, and CBS regional director of education for the South, along with Mrs. Winter was a guest of Dr. Saladrigas, Premier of Cuba, during a Nov. 16 CBS broadcast from Havana. Mr. and Mrs. Winter, vacationing in Havana, were the only American guests admitted to the studio during Dr. Saladrigas' broadcast, attended by Cuban dignitaries.

CY HARRICE, announcer of WLS, Chicago, early in November married Yvonne Morris. Other recent staff marriages include Paul Nettinga, of the entetrainment staff, and Helen Jensen, music arranger; Augie Klein, of the *WLS Rangers*, and Mary Jane DeZurik; Ralph Gill, singer, and Caroline DeZurik.

EARL HOTALING, formerly of WLVA, Lynchburg, Va., has joined WBTM, Danville, Va., as announcer and music librarian.

JOHN HOPKINS, Texas State Network announcer, left Nov. 22 for Camp Bowie, Brownwood, Tex., serving with headquarters company of the 144th Infantry.

ARNOLD B. C. DIBBLE, manager of United Press Bureau of Texas State Network, on Nov. 22 married Louise Cox, formerly of the TSN publicity department and now free lancing.

JERRY DEAN, for the last three years with KATE, Albert Lea, Minn., has resigned to join the announcing and writing staff of the North Central Broadcasting System, with headquarters in St. Paul.

EDWARD K. OATES of the engineering staff of WINS, New York, on Nov. 25 was elected a member of the executive board of the Assn. Broadcast Technicians Union.

KEN DYKE, NBC sales promotion manager, on Dec. 3 will address a sales meeting of the Andrew Jergens Co., Cincinnati, in that city, on "Radio as an Advertising Medium", after which he will leave for Chicago to attend the NBC educational forum meeting scheduled for that evening.

JOHN DONOHUE, formerly salesman for Transamerican Broadcasting & Television Corp., New York, and previously in department store advertising in San Francisco, on Dec. 1 joined NBC as a Blue Network salesman in the Detroit office.

MAYNARD MARQUARDT, manager of WCFL, Chicago, is the father of a daughter, Maya, born Nov. 9. Miles Reed, program director, is the father of a son, Miles Royce, born Nov. 19.

EDWIN HARTRICH Jr., Berlin correspondent of CBS, recently returned to the United States to marry Eileen O'Connor. Hartrich and his bride will return to Berlin.

IRENE SHIELDS, of the NBC Chicago cashier's office, on Dec. 1 was named cashier. She succeeds Rudi Neubauer, who recently joined the NBC spot sales department, Chicago.

JACK NEGLEY, announcer of WINS, New York, will be a member of the cast in the dramatic show presented during the week of Dec. 2 by Armstrong Cork Co. during its annual convention at Lancaster, Pa. This is Negley's second appearance at the company's conventions.

GLADYS CUPISS, formerly secretary to Ed Benedict, media director of McCann-Erickson, Chicago, on Nov. 26 joined Reynolds-Fitzgerald, Chicago, national representative firm, as secretary to Ed Allen. Miss Bergliett Boe, formerly of Weiss and Geller Inc., Chicago, and previous to that secretary to the radio director of J. Stirling Getchell Inc., New York, replaced Miss Cupiss.

GUY WALLACE, formerly of WHK, Cleveland, has joined the announcing staff of WCFL, Chicago.

BILL MASSY, formerly of WGN, Chicago, has joined the announcing staff of KANS, Wichita, Kan.

DAVE CROCKETT has returned to KOMO-KJR, Seattle, after a two-month leave.

TOM HAMILTON, salesman of WOR, Newark, is the father of a boy born Nov. 27.

John W. Bohn

JOHN W. BOHN, St. Louis representative of Radio Sales, division of CBS, and salesman of KMOX, St. Louis, died suddenly of a heart attack Nov. 22 at the age of 52. Mr. Bohn was stricken while bowling with Arthur J. Casey of the KMOX public relations department, and Joel W. Stovall, KMOX musical arranger, and died before reaching the hospital.

WIP Signs Anew With AFM

WIP, Philadelphia, on Nov. 18 signed a new two-year contract with Local 77 of American Federation of Musicians for continuance of the WIP staff orchestra, conducted by Joe Frasetto, WIP musical director.

STAN COE, co-conductor with John Gambling of the *Model Airplane Club* program on WOR, Newark, has registered for a flying course at a New Jersey school and plans to give weekly broadcasts of his progress as a flying student, through the time when he makes his first solo flight.

NBC TECHNICIANS SELECT HORSTMAN

EDWARD C. HORSTMAN, of Chicago, was re-elected president of the Assn. of Technical Employes of NBC for a third term at the ATE convention held in New York Nov. 11-26. Other officers are: Gerald M. Stellar, New York, re-elected vice-president; George Maher, Jr., Chicago, reappointed secretary-treasurer, and F. R. Rojas, New York, reappointed assistant secretary-treasurer.

Wage increases averaging 6% and many improvements in working conditions are included in a new contract secured by the convention for NBC technicians from the network, following negotiations that began Nov. 13 and continued through the evening of Nov. 26, considerably extending the length of the convention which had expected to adjourn on or before Nov. 20. Negotiations were conducted by Messrs. Horstman, Sellars, R. W. Clark of New York and C. F. Rothery of San Francisco for the union. Representing the company were Mark Woods, NBC vice-president and treasurer; O. B. Hanson, vice-president and chief engineer; George McElrath, operating engineer, and Frank Mullen, vice-president and general manager.

The ten delegates to the convention, in addition to those already mentioned, included R. G. Denechaud of Hollywood, R. C. Thompson of Denver, W. C. Pruitt, Cleveland, and A. T. Powley, Washington.

Dorrell Joins Raymer

WARD DORRELL, for the last two years salesman in the Chicago office of John Blair & Co., national representative firm, and for three years previous to that manager of WOWO, Ft. Wayne, Ind., on Nov. 25 joined the Paul H. Raymer Co., Chicago, replacing George W. Diefenderfer who joins the NBC Central Division Red network sales department on Dec. 2. Mr. Diefenderfer was with the Raymer company since December, 1937. Paul Ray, for 14 years with The Katz Agency, Chicago, and for the last five years manager of the Chicago office, on Nov. 11 joined the Blair company and has replaced Mr. Dorrell.

Philippines Stations Sign

KZRH, Manila, and KZRC, Cebu City, Philippine Islands, have appointed International Radio Sales as their United States representative. Both stations are operated by H. E. Heacock and Co., and managed by B. H. Silen. KZRH operates with 10,000 watts on 710 kc., with a 1,000-watt shortwave adjunct on 9640 kc. KZRC operates with 1,000 watts on 1200 kc., with 1,000 watts also on 6110 kc. Negotiations are now in progress for an affiliation via shortwave relay with NBC.

AFTER a two-weeks test, American Tobacco Co., New York, has decided not to continue the recorded rebroadcasts of *Information Please* Tuesday nights on WMCA, New York, which were presented Nov. 19 and 26 only. Program is heard live Fridays on NBC-Red, 8:30-9 p.m. No reason for the cancellation of the repeat was given by Lord & Thomas, New York, agency in charge, although it is understood that the rebroadcast was found to split up the audience for the show rather than to increase it.

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Gillette Razor Sponsors Pro Grid Championship

GILLETTE SAFETY RAZOR Co., Boston, will sponsor the championship playoff in the National Professional Football League over an MBS network, spending a reported $25,000 for time and facilities. Likely to be in the playoff are the Chicago Bears or the Green Bay Packers in the West. Unless the Washington Redskins are defeated in their game with the Philadelphia Eagles, they will definitely represent the East.

In addition to the Gillette sponsorship, WOL, Washington, and WJJD, Chicago, will carry the games locally. Ford Dealers of Washington will sponsor the WOL broadcasts with Russ Hodges describing the game while Jack Drees will do the play-by-play for WJJD. Sponsored by P. Lorillard Co. Gillette also has purchased 15 minutes before the game and the quarter-hour following the game on WOL. The periods will be filled with pre-game description, summary and statistics.

Gillette also will sponsor the Orange Bowl game on CBS, and the Sugar Bowl game on NBC.

Drawn for Broadcasting by Sid Hix

"Operator! Operator! Tell Them at WZAK That Somebody Else'll Have to Cover the Ski Meet!"

DEFYING THE TOP-RANKING SHOWS

CBS Experiment on Coast Will Place Good Programs Opposite Popular Sunday Evening Features

A GOOD radio program will build its own listening audience any time, against any competition, and Sunday should be no exception. This statement was made in mid-November by Arthur J. Kemp, CBS Pacific Coast sales manager, in explaining the decision of the network to inaugurate five weekly sustaining "showcase" programs against the toughest competition in radio—late Sunday afternoon and early evening time.

"Not only do we believe there's always a listening audience for good shows, but Sunday afternoon and evening provide a perfect time for the Columbia Pacific Network to test them," Kemp said. "The periods we have selected enable every station in the Pacific Coast setup to carry all the shows. This would be a mechanical impossibility during other days of the week when each individual station is carrying local commercial commitments."

Defy Competition

Kemp pointed out that CBS tried the same experiment successfully on a nationwide scale with such shows as Orson Welles' *Campbell Playhouse*, Ellery Queen's mystery dramas and *Pursuit of Happiness*. "All these shows," he declared, "were against the highest class competition radio affords, and all built a tremendous listening audience of their own. What CBS has demonstrated nationally can be done on the Pacific Coast."

The sustaining series ranges from a production using the smartest Hollywood children to another on which the best-known thinkers and debaters on the West Coast are asked to air and support their opinions on current subjects. Showcasing the hard way, and picking the most popular time on opposition networks, the first program launched was *I Disagree*, a round-table discussion type, conducted by Lewis Browne, internationally known author and news analyst. Heard at 5:30 p.m. (PST), the weekly program is pitted against the NBC *One Man's Family* serial, sponsored by Standard Brands (Tenderleaf tea). *Hollywood Smarty Party*, a half-hour program with Art Baker as m.c. features six boys and girls who face a barrage of questions. Released at 8:30 p.m., the program is opposite the NBC *Jack Benny Show*, sponsored by General Foods Corp. (Jell-O).

Third in the series is *Hollywood Showcase*, featuring Lud Gluskin's Orchestra and five singers. This half-hour show, heard at 9 p.m., is placed opposite the NBC *Walter Winchell* and *Parker Family* programs, sponsored by Andrew Jergens Co., *Good Afternoon Neighbor*, with Tom Breneman in homespun philosophy, is a quarter-hour feature, pitted against the NBC *Fitch Bandwagon*, sponsored by F. W. Fitch Co., which is released to the West Coast at 4:45 p.m.

Dramatized crime series, *Calling All Cars*, is fifth in the series and is heard at 5 p.m. against the NBC *Chase & Sanborn Show*, sponsored by Standard Brands (coffee).

Baited for sponsorship, the series is being produced under supervision of Charles Vanda, CBS western division program director, and Russ Johnston, the network's Pacific Coast program manager.

Blondex Shampoo Sponsors

SWEDISH LABORATORIES, Chicago, on Nov. 25 started a series of six quarter-hour programs weekly for 13 weeks on WINS, New York, in the interests of Blondex shampoo. Schedule includes news periods Tuesday, Thursday and Saturday, and *Notes to You*, musical program conducted by Harry Kramer, the other three weekdays. Agency is Benton & Dall, Chicago.

LEWIS-HOWE MEDICINE Co., St. Louis, is auditioning orchestras for a program to start after the first of the year, but as yet has reached no decision on network, time or other details, according to Stack-Goble Adv. Agency, New York, agency in charge.

SHOLTZ REVISING FLORIDA PROGRAM

ANNOUNCEMENT was made Nov. 28 by former Gov. Dave Sholtz, of Florida, attorney, an applicant for six new stations in as many communities in that State, that the corporate structure of the enterprise has been altered. He also indicated that consideration is being given to withdrawal of several of the applications and of seeking to expedite the remaining.

Under the revised structure George H. Bowles, former owner and operator of stations in California has left the organization, Gov. Sholtz announced. Mr. Bowles is "in no way identified with the Sholtz radio organization or with any other Sholtz enterprise", the Governor stated. In addition to himself, the Governor declared, others now identified with the venture are his wife, his brother, Carl Sholtz, Miami insurance man, and Mrs. Nelle M. Joyce, of Miami.

While Gov. Scholtz made no definite announcement, it is understood he plans to withdraw several of the applications, notably those for local outlets. It is presumed he plans to press applications for Miami and Tampa, where regional stations are being sought. All of the applications have been designated for hearing.

Last-Minute Shoppers Goal of Ronson Series

ART METAL WORKS, New York, is planning a special promotional radio campaign for Ronson cigarette lighters to run two weeks before Christmas during the period when last-minute Christmas lists are being made up by shoppers. The campaign for the most part will consist of a series of one-minute spot announcements daily in specially selected markets in the United States and Canada.

The announcements will be in French on certain French stations in Canada, and in English on stations in English-speaking sections of that country. The company also plans to use time signals on WQXR, New York, and 50-word participations thrice-weekly on Ed East's program on WJZ, New York. Agency is Cecil & Presbrey, New York, with John P. Kane handling.

WOV Strike Still On

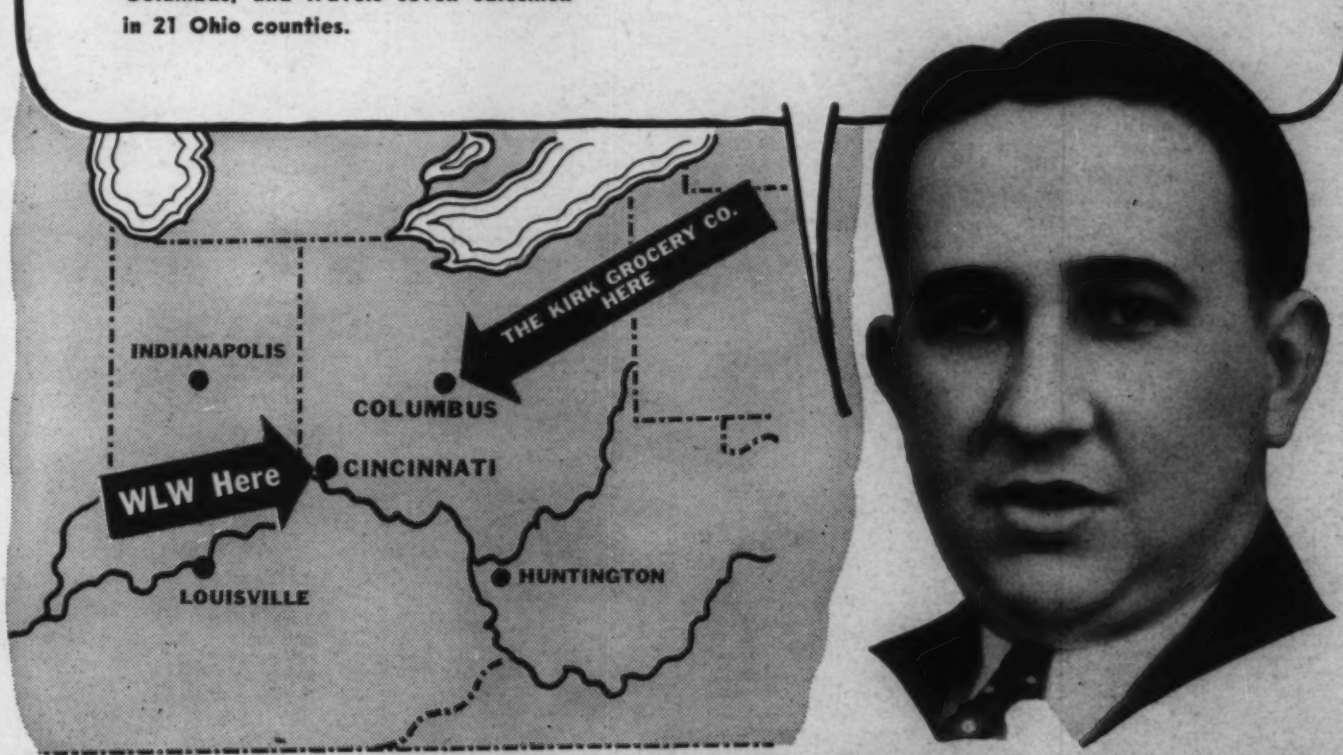
STRIKE of American Communications Assn. against WOV, New York [BROADCASTING, Nov. 15] is still on, with few signs of an early settlement. Station management reports an unchanged situation. Union states that in addition to picketing the station it is now picketing stores selling Bulova watches in an effort to force Mr. Bulova and his management at WOV to recognize ACA as the representative of the station employes and to negotiate with ACA. Edna Kerr, arbitrator of the National Labor Relations Board in New York, who is handling the ACA complaint against WOV, refuses to comment on the status except to say that the board is continuing its investigations.

ANNUAL East-West All-Star football game, to be played New Year's Day in San Francisco, will be broadcast exclusively by MBS from 4:15 p.m. to its conclusion at approximately 7:15 p.m. (EST).

"We realize the importance of WLW as a powerful selling influence in our territory. Therefore, whenever we are notified that a product will be advertised over WLW, we check our stock on that item and advise our salesmen to suggest that the retailer has sufficient merchandise to handle the expected increase in demand."

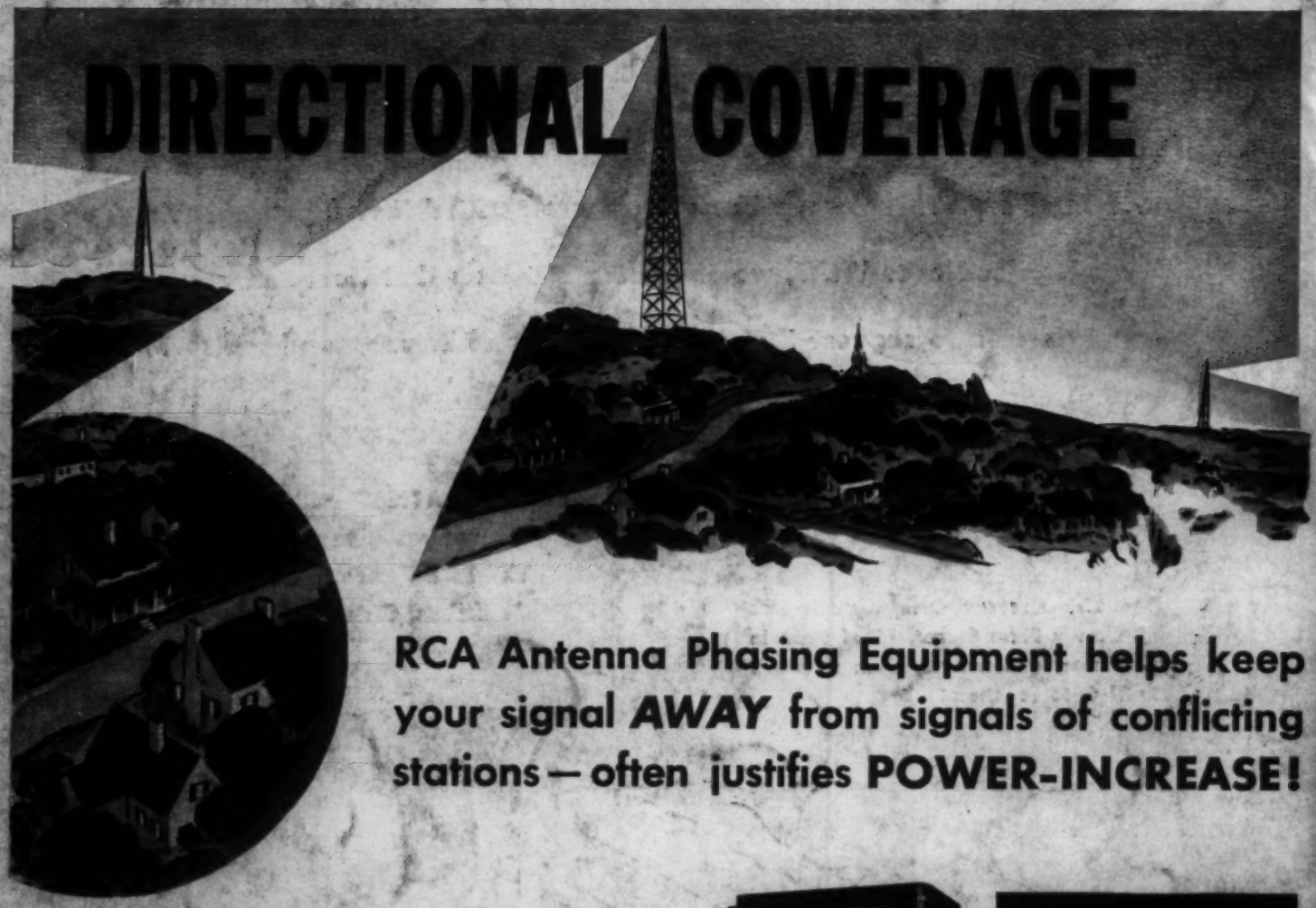
(Signed) B. F. DAVIS
Operations Manager
The Kirk Grocery Co.
Columbus, Ohio

The Kirk Grocery Company sponsors 60 Clover Farm Stores, 26 of them in Columbus, and travels seven salesmen in 21 Ohio counties.



REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.

DIRECTIONAL COVERAGE



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Increased power to cover *your* territory more effectively...yet without interfering with the signals of other stations in the areas *they* serve! That's the story that often wins a power-increase authorization which otherwise might not be possible.

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